Made-in-Canada Edition

The Daily Colonist.

(ESTABLISHED 1858)

Made-in-Canada Edition

NO. 123 — SIXTY-EIGHTH YEAR VICTORIA, BRITISH COLUMBIA, SUNDAY, MAY 2, 1926

Made-in-Canada Edition

A Special Section Commemorating the 256th Anniversary of Hudson's Bay Company—Pioneers of the West

The Granting of the Royal Charter by King Charles II. in 1670

Two hundred and fifty-six years ago—on May 2nd, 1670—King Charles the Second of England granted the Royal Charter of Incorporation to "The Governor and Company of Adventurers of England Trading into Hudson Bay" creating the right to establish and operate what in the years to come was to prove one of the greatest trading organizations in the world's history —the Hudson's Bay Company. The picture portrays the scene when the King, after signing the charter, handed the document to Prince Rupert, the first Governor of Hudson's Bay Company. The Royal Charter is still in existence, being carefully preserved in the principal board room in Hudson's Bay House, London, England.

THE purpose of this section of The Colonist is to present to its readers the merits of Canadian-made goods, and to stimulate trade in them. Advertising is the dynamo of business, the most potent means of putting consumers in touch with producers

While it is admitted that Canada cannot exist unto herself alone, buying nothing from others and selling nothing to them, nevertheless the Dominion is remarkably well served by modern, progressive manufactures of a great variety of products. And these manufacturers, many of whose finest products are here advertised, are well worthy of your support.

Canada is far from being a self-contained country. The products of the West particularly must be sold in the world market, and many of the products the West must buy to house its people, to clothe them, to feed them, and to promote the amenities of civilization, must of necessity be from other countries.

But this applies to a portion of our manifold requirements. Much of what Western folk must have is produced in Canada, in products of outstanding quality and at prices which make it a duty to one's purse as well as one's national pride to patronize the Canadian manufacture. It is to bring such wares to your attention that this section is planned.

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

The Great Traders of the Great West

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The Great Traders of the Great West

Great Firm's Expansion Keeps Pace With Western Canada

History of Great Firm Is Closely Interwoven With Country's Record

Every Effort Is Made to Secure Best Men for Hudson's Bay Co. Service—Steady Expansion of Trading Connections Through West—Over 200 Trading Posts Operated

Company Land Holdings Offer Many Fine Opportunities for Settlement

BY ROBERT WATSON
(Author of "Gordon of the Lost Lagoon," "My Brave and Gallant Gentlemen," "Canada's Fur-Bearers.")

The history of the Hudson's Bay Company is the history of her intrepid servants covering the entire period of 256 years in which the Company has been operating in Canada, and that history is, for the greater part, the history of Canada.

No Hit-or-Miss Policy

The granting of the charter by King Charles the Second to the Gentlemen Adventurers is a matter of general knowledge. The clear vision of Prince Rupert, the first Governor of the Company, and of the Governors who have followed, right down to Mr. Charles Vincent Sale of the present time, causes one to imagine that the Company was born and still survives under a lucky star, but those who have given time and thought to the operations of this famous Company of Traders well know the hard school of experience in business and finance through which her governors have had to travel before reaching the highest position in the service and the greatest honor it is within the Company's bounty to bestow. There has been no hit-or-miss policy in the choosing of the governors of the Hudson's Bay Company; they have all been men of previously proven worth.

And so the policy of choosing the best men for her highest positions has worked right through the service to the choosing of her humblest apprentices, for these are picked for their physique, their general manliness, their school records and their home training, from the hundreds of applicants to the Company's head office in London every year.

Best Men None Too Good

The best men are none too good for the Hudson's Bay Company, and this is one of the secrets of her success and her longevity. Pierre Radisson, Groseilliers, Captain Zachariah Gillam, Henry Kelsey, La Vependrye, Samuel Hearne, Alexander Mackenzie, Simon Fraser, Lord Selkirk, Sir George Simpson, Donald Alexander Smith (Lord Strathcona), are names directly and indirectly identified with the operations of the Company; names to conjure with, and all written large in the history of Canada.

Keep Abreast of Times

Throughout the long years, it has ever been the policy of the Company to keep abreast, if not ahead of the times, and this also has contributed largely to its progress and long life. At Vancouver, Victoria, Calgary, Edmonton, Saskatoon, Winnipeg, Kamloops, Vernon, Nelson, Lethbridge, Yorkton, where a few decades ago there were only rolling prairies or dense forest lands, with little log built trading shanties on the fringe of nowhere, today stand cities with their thousands of inhabitants, modern buildings and marvellous transportation facilities, telling of the opening up of a great country for the benefit of the present and of future generations, heralding the onward march of progress, proclaiming the coming of age of a new nation; and behind all this still stand the historic monuments of the men of enterprise, patience, thrift, indomitable courage and keen vision, who held the little trading posts against every difficulty, which they had set up with their own hands, who pushed ever forward from these into the still less known regions—the men of the Hudson's Bay Company, who found, held and finally secured for us for all time the growing Canada of today.

Department Stores

Comparatively few people after all know of the tremendous and widely reaching operations of this great Company in Canada. In recent years they opened their new department store in Victoria, British Columbia, one of the largest and most up-to-date of its kind. They also acquired the largest department store in Saskatchewan, in the city of Saskatoon, thus adding another link to the chain of their Western enterprises. The Company now operates eleven of such department stores from Winnipeg west. Their buying offices are to be found in the East, Great Britain and in Europe, as well as in the Orient. Furthermore, the men and women who sell their goods and who know the local conditions and requirements are the men and women whom they send into these markets every year, sometimes several times a year, to make the purchases necessary to meet the demands of the trade in each city in which the stores are situated. Great Britain, France, Switzerland, Czechoslovakia, Denmark, Holland, all are visited in the course of these purchasing trips for the one purpose of meeting every demand and requirement of the people of Western Canada.

Fur Trade

The department store business is the most recent of the Hudson's Bay Company's ventures, this having grown out of and away from her primal enterprise of fur-trading by barter. The trading for furs still plays a large part in the Company's operations and remains at this date the most romantic, adventurous and hazardous of all the branches of the service. Over 200 trading posts are at present operated, from the Labrador coast, north to Hudson Bay, eastern and western Arctic and across Canada to the Pacific Coast. Eighteen of these are within the Arctic Circle and three just south of it. Half of these posts north of the Arctic Circle have been established within the past four years, from which it will be seen that the Hudson's Bay Company never stands still. Some of these lonely posts are in touch with civilization only once a year, when one of the Company's vessels makes a 12,000-mile journey north through the Bering Sea to the western Arctic as far as Bernard Harbor Post, Fort Brabant, and the post at Cranbridge Bay, and back again; and another vessel of the Company's fleet takes the route to the various posts in Hudson Strait and Hudson Bay. Larger steamers in the fleet are the Nascopie, Baychimo, and Bayrupert, while a flotilla of smaller craft, steam, sail and motor, over 50 in number, operate on all the great waterways of Canada. When the icy grip of Winter closes over the land, the only outside means of communication is by dog team and the distances to be covered are so great that even this means of travel is limited.

Land

In 1867 the newly developed provinces of Eastern Canada were confederated into the young nation, the Dominion of Canada, and following that, in 1870, the Hudson's Bay Company decided to surrender certain of its rights. The Company retained one-twentieth part of the land in what is known as the "fertile belt"—between Lake of the Woods, Lake Winnipeg and the Rocky Mountains (900 miles), and between the north branch of the Saskatchewan River and the U. S. boundary (350 miles).

This land is situated in Manitoba, Saskatchewan and Alberta. The Company has been gradually selling it at very reasonable rates to legitimate farm settlers for many years. There are still some 2,900,000 acres to dispose of. These farm lands are distributed in separate tracts of approximately 160 acres to 640 acres each, in those parts of Manitoba, Saskatchewan and Alberta lying south of the north branch of the Saskatchewan River. The character of the land varies with the locality and prospective settlers have their choice of level open prairie, rolling open prairie, and bush land at prices from $5 an acre upward. Generally speaking, lands best suited for grazing or stockraising are priced by the company at $10 to 15 an acre, land best suited for mixed farming at $15 to $22 per acre, and lands best adapted for grain growing at $18 to $25 per acre. Every facility is given the intending settler in regard to payments.

Minerals

The Hudson's Bay Company is facilitating the development of coal mining operations on its lands, leases being granted on the most favorable terms, which allow generous concessions in this line of industry so important to Canada's material progress.

These are the special fields of operation of this, the world's oldest business organization, but, as one can understand, to conduct these there are numerous lesser owned or associated spheres of industry, such as wholesale depots, warehousing, transportation factories putting out their world-famous Point Blankets, tobacco plants manufacturing the Company's own special brand, Imperial Mixture; tea-tasting and packing establishments, and many others in varying forms, but all necessary to feed this great organization of eleven department stores and 200 trading posts.

Sea captains, engineers, sailors, freight handlers, cooks, traders, trappers, hunters, packers, automobile drivers, mechanics, clerks, bookkeepers, accountants; the enumeration could be endless of the people employed by this Company, but sufficient to say that over 4,000 employees are under direct engagement in the service as well as hundreds and sometimes thousands of others temporarily employed or in partial connection with it.

And there is a certain spirit that goes with the service which in a short space of time makes the employee feel he is a live factor in the work of the Company, that he has an interest in it apart from what he earns in money, that, in fact, the Company is part of him as well as that he is a unit of the Company.

The store clerk may, and often does, become the department and store manager, the apprentice clerk at the lonely trading post may become district manager over an area more extensive than Scotland or England, may become commissioner, as some have done from the humblest of positions.

Romance belongs to no age, no race, no creed, but it has ever been a brilliant heritage and, as surely as it played its part in the years gone by, so surely does it claim its place in the affairs of men today, and that same spirit of romance is the beacon light of programmes with the Hudson's Bay Company now, as it was with the old Company over two hundred years ago, when it traded under the attractive name of The Company of Adventurers of England Trading into Hudson's Bay, and when Canada was looked upon as a wilderness inhabited only by savages and wild animals.

It was a Hudson's Bay Company man, Peter Fidled, who made the first discovery of coal in the West while on a journey across the plains in 1792. He saw an outcropping near the mouth of Rosebud Creek, Wayne, Drumheller. It is along the banks of this creek that today the great part of the deep-seam Drumheller coal is mined, such as the Western Commercial, Jewel, etc. — H. R. Harris.

The memorial to David Thompson, famous explorer of the region now known as British Columbia, has been erected under the supervision of C.P.R. engineers, and takes the form of a model H.B.C. fort (with the Company's crest over the gateway) located on a beautiful promontory jutting out into Lake Windermere on the Banff-Windermere motor road.

FIRST GOVERNOR OF HUDSON'S BAY COMPANY

Notable Names Among Governors Of H. B. Company

FROM Prince Rupert to Mr. C. V. Sale, the Hudson's Bay Company has been particularly fortunate with its governors, the list including many illustrious names. Several have figured largely in politics as well as finance.

ANNIVERSARY KEPT OF CHARTER GRANT

TWO HUNDRED AND FIFTY-SIX YEARS ELAPSE SINCE EVENT

Energy, Application, Initiative and Loyalty Are Some Corner Stones of Company

Today, May 2, marks the 256th anniversary of the Hudson's Bay Company.

From the Atlantic to the Pacific, in Canada's fair cities teeming with their hundred thousands, in scattered villages, and in the most northernmost outposts of Canadian civilization, true Canadians today will rejoice and celebrate with the Hudson's Bay Company—the first great Canadians.

Freedom and Happiness

Yes! the first Canadians! first to brave the perils of the unknown, those sturdy pioneer gentlemen adventurers, undaunted by danger, hardship and privation, laid the foundation of Canada's prosperity.

In 1670 Canada's population consisted chiefly of scattered and warring Indian tribes.

Today, Canada's population numbers approximately 9,000,000, drawn from practically every country of the world, and these 9,000,000 souls find, in Canada, freedom and happiness, and opportunities for advancement such as no other country in the world can offer.

In 1670 Canada was an unexplored wilderness. Today Canada stands forth as the bright particular star in the diadem of the world's greatest commonwealth of self-governing dominions.

First in Canada—first to manufacture in Canada (here it may be recalled that the Hudson's Bay Company in its forts and factories made many articles for its Indian patrons) it is, indeed, appropriate and fitting that this Made-in-Canada edition (the biggest effort of its kind ever undertaken by a retail store in Canada) should take form on the anniversary of the Hudson's Bay Company.

High Ideals of Service

High ideals of service, sound business principles, a clear-cut, well-defined policy embracing present and future needs—untiring efforts in face of every conceivable obstacle—energy, application, initiative, loyalty—these are the corner stones on which the Hudson's Bay Company was founded.

More than two and a half centuries have passed since the coming of the first traders of the Hudson's Bay Company. Step by step the first Canadians have blazed the trail in merchandise and service, until today the Hudson's Bay Company operates eleven department stores, five wholesale depots, and more than 200 trading posts—contributing immeasurably to Canada's prosperity by giving lucrative employment to thousands and thousands of Canadian citizens, investing millions of dollars in Canadian cities and towns, purchasing millions of dollars' worth of Canadian-made merchandise yearly, giving the people of Western Canada the best there is to be had for the money in merchandise and service.

Prosperity Coming

The future of Canada will be just what the Canadian people make it.

We stand today at the threshold of a great era of prosperity, based on sound foundations. The products of Canadian farms are in demand, at profitable prices, in the markets of the world. Canada is so wealthy in minerals as to beggar valuation. Canadian manufactured products are among the finest in the whole world.

With the celebration of the 256th anniversary of the Hudson's Bay Company, it is fitting that an appeal should be launched for a greater use by all Canadians of goods made in Canada, for Canadians.

When you buy goods made in Canada you get full value for your money and you contribute to Canada's prosperity.

In all lines of apparel for men, women and children, in every classification of foodstuffs that comes to your table, in useful, ornamental and comfortable furnishings for your home, Canadian made goods are the best procurable in quality and genuine value.

The pages of this edition will tell you what to buy in Made-in-Canada goods to get the utmost in genuine value.

Buy goods made in Canada! Give more people work. Bring better times.

"King" Neckwear Suspenders, Garters and Arm Bands

are always of distinctive merit. They furnish an attractive feature in stores of particular merchants who specialize in high quality goods.

For the year 1926 we are offering through the trade Neckwear of many exclusive designs in finest grades of imported and American silks.

For your protection, just ask for "King" quality. This will insure your receiving the very finest value obtainable, at the lowest prices consistent with exceptional quality.

King" Bows on "King" Posts

"King" Bows on "King" Abreast of the Times

The King Suspender & Neckwear Co.
240-246 Richmond Street W.
Toronto, Canada

SOLD AND RECOMMENDED BY

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Harvey Nick

Luxurious Fabrics Perfectly Tailored

Your intimate garments must be a perfect foundation for your outer clothes. They must be dainty and faultlessly fitting to insure perfect appearance.

Harvey Tailored Underwear is in vogue with every step of fashion. Harvey Tailored garments of beautiful colors look well, launder well, fit well and wear well.

Harvey Tailored Underwear in its distinctive tailoring is something that a woman in any walk of life cannot afford to be without.

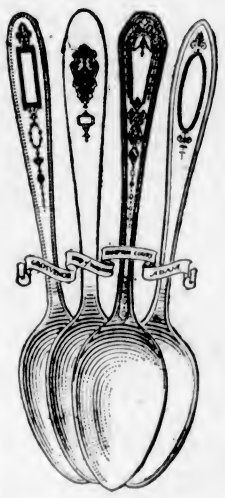
There's a touch of quality to every Harvey garment.

Harvey Knitting Co., Limited
WOODSTOCK - - - - CANADA

SOLD AND RECOMMENDED BY

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

COMMUNITY PLATE



Choose From the Beautiful Designs Which Are Here Shown

AMONG all the charming things which the modern hostess commands to make her table a delight to the eye, silverware—Community Plate—comes first, unquestionably. It is the exquisite loveliness of Community Plate that gives that crowning touch of luxury, the sense of warm hospitality, the impression of good taste, which the smart hostess achieves without apparent effort.

COMMUNITY PLATE is a craft creation, and each exquisite piece is an individual artistic triumph in modeling, embellishment, and finish.

Six Teaspoons - - - $4.25

The Name COMMUNITY PLATE Stamped on Your Purchase Is a Mark of Inherent Worth

SOLD AND RECOMMENDED BY

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Wash Dresses by Billie Burke

In the well-known BILLIE BURKE line will be found Dresses made from dependable materials and in styles suitable for many occasions, from the simple little Porch Dress to the more elaborate Afternoon Dress.

The Sport type is also taken care of in such well-known cloths as

LINON, FOULARD, RAYON, PRINTED CREPE CREPE AND FUJI SILK

You Will Be Delighted With the BILLIE BURKE DRESSES Featured by

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

"Made-in-Canada" Effort Gains Approval

Importance of Home Industry Appreciated

Since Armistice Country Has Been Aroused to Necessity of Made-in-Canada Effort to Safeguard Its Domestic Market Adequately

The importance of purchasing goods manufactured in Canada has been realized to a greater extent during the last seven years than in any period of Canadian industrial endeavor.

War, with its aftermath of decreased trade, impressed upon Canadians in all parts of the Dominion, that only with their support, by their purchases of materials made at home, could they hope to return Canada to a condition of progress and place the nation on a competitive footing with the rest of the world.

A strong campaign was instituted in 1918 that aimed to stimulate the output of Canadian factories. It brought a large measure of success. Today, a campaign similar in character is in operation. And it is as great a need today as it was in 1918. The reply by the country's population, will determine its efficacy.

There is not a single argument that may be advanced to discount the Made-in-Canada plea.

The greater the quantity of goods produced at home, the greater will be the amount of employment for Canadian workmen. And busy workers contribute to a contented population. Their employment will also result in the circulation of more money, and greater wealth tends toward a decrease in the number and the amount of taxation levies.

Materials produced by Canadians in Canadian workshops do not have to take second place to materials made by workmen in factories outside the boundaries of the Dominion. In quality they are unexcelled, a fact which speaks well for Canada, its producers and its manufacturing plants.

The Made-in-Canada idea, followed through to its desired end, will halt the march of Canadian workmen to the other side of the international border. Its inevitable result will be an increased population, demanding increased housing and other facilities. Growth, development and increasing values must follow the closer observance of "the Made-in-Canada" slogan.

On Leather Bags

This Trade Mark

TRADE MARK REG. CLP T

Means Quality

Canadian Leather Products Ltd.

Toronto, Ontario

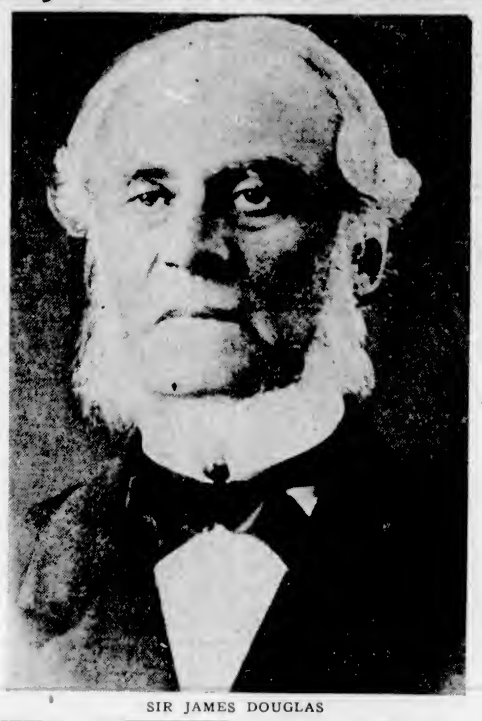
C.L.P. Bags and Suitcases

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

City's Illustrious Founder



SIR JAMES DOUGLAS

Douglas Was Ideal as Founder of Province

The settlement of Vancouver Island has been well described by Sir William Schooling in his history. He says in part—

"The settlement of the Oregon question led to provision for colonization further north becoming a matter of importance from the point of view of the British Government. The representative of the Company was James Douglas, a man of long experience and great ability, at the request of the Government, Sir John Pelly, the Governor of the Hudson's Bay Company, recommended his appointment as Governor of the island. This recommendation was not accepted, and the appointment was given to Mr. Blanshard. The position of the latter was not a comfortable one; Douglas was thereupon appointed Governor by the Crown and retained his position as chief factor for the Company."

Colonization had proceeded very slowly, and, unless it increased, the grant of the island to the Company would terminate in 1854. Several of the leading officers of the Company thereupon took up land, but after some four years, less than 20,000 acres had been applied for.

Administration

The old difficulty of civil and criminal administration again rose, and a chief justice was nominated, whose appointment was ratified by the Home Government. Presently it was thought advisable to elect a representative assembly of freeholders, but Douglas wrote to the Secretary of State, "There will be some difficulty in finding properly qualified representatives, and I fear that our early attempts at legislation will make a sorry figure, though at all events they will have the effect you contemplate of removing all doubts as to the validity of our local enactments." Douglas loyally carried out all the instructions from the Home Government, but formal machinery was none too well suited to the conditions of these early days. Douglas, like other great servants of the Company, had been accustomed to maintain peace and to inaugurate prosperity by force of character, by shrewd ability, and by the influence and prestige of the chartered Company; but sooner or later, with the increase in white settlers, the accepted methods of government had to be adopted, and it is not surprising that the machinery was at first less effective than the more personal rule.

Look to Future

The Legislative Council and House of Assembly met on August 12, 1856; an address was delivered by Governor Douglas, who had the prescience to declare "The interests and well-being of thousands yet unborn may be affected by our decisions, and they will reverence or condemn our acts according as they are found to influence, for good or evil, the events of the future."

The question whether the Company's lease of the island should continue now arose for settlement, and, it was decided by a select committee of the House of Commons that it should be terminated; a decision by no means unacceptable to the more farsighted members of the Hudson's Bay Company. At about the same time the gold excitement broke out at the Fraser River on the Mainland. Douglas, as both chief factor of the Company and the nearest representative of the British Crown, had to deal with the difficult situation that arose.

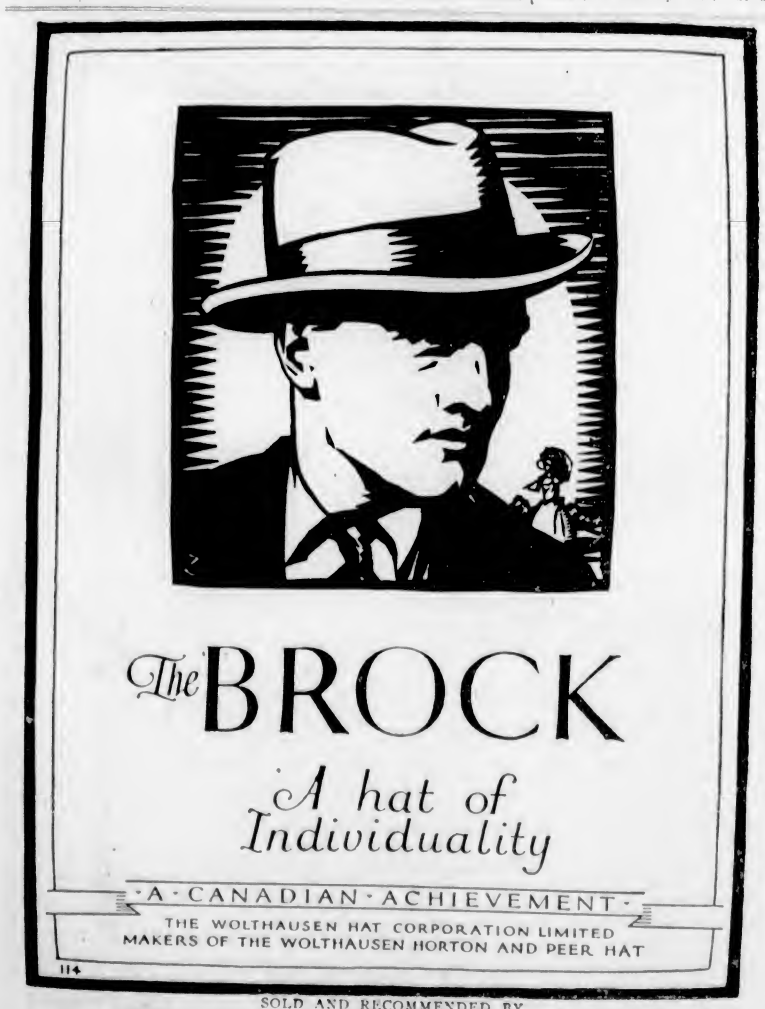
The Gold Rush

In the latter capacity Douglas had no organization, and no establishments. Moreover, it was necessary to act sufficiently in accordance with precedents and formal methods as to win, if necessary, the approval of the British Parliament. As chief factor of the Hudson's Bay Company, Douglas had men upon whom he could rely, a certain number of trading posts, a freedom of action, and a tradition of meeting new conditions by any appropriate and available method, which stood him in good stead.

It was necessary to keep in order thousands of men who were flocking into Victoria and onwards towards Fraser River, their appearance threatened the destruction of the fur trade, which was the chief interest of the Company, the men themselves were largely impatient, pressing for solution day by day, and it was for Douglas to solve these problems by such methods as he could. He might need to employ resources of the Company, he might require to exercise his authority as representative of the Crown, and it may well be that Douglas must have asked himself many times in which capacity he was acting in the various steps which he took to meet the fresh conditions that were continually arising.

Unlimited Confidence

Fortunately, he had the unlimited confidence of both the Crown and the Company, and when any series of actions had proved successful, there was little inclination to inquire too minutely in what capacity or in what authority he had been acting. As chief factor of the Company, he rendered to himself, as representative of the Crown, services of the first importance and as representative of the Crown, he supported his own actions as chief factor of the Company, with an authority they would otherwise have lacked. It is by this kind of illogical, undefined, efficiency that the British Empire has been continuously originated and developed.



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Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

The "Gutta Percha" Line of Outing Shoes

Represent the Latest Ideas in Men's, Women's and Children's Canvas Rubber-Soled Footwear for All Sports and Games

MADE IN CANADA BY

Gutta Percha & Rubber Limited

TORONTO, ONTARIO

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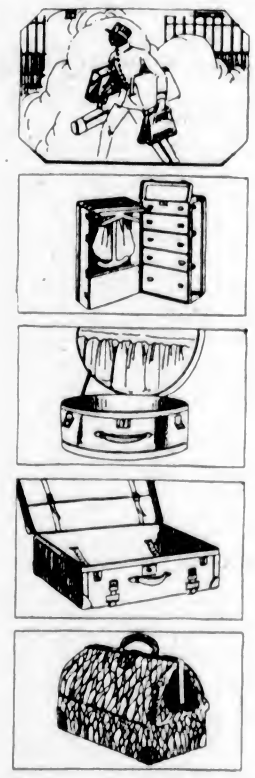
INCORPORATED 2ND MAY 1670.

Vacation Time Is Near!



The traveler using dependable luggage is assured of a pleasant, care-free journey.

Lion Brand Baggage is dependable. Made of the best materials by skilled B.C. workmen. Lion Brand withstands the rough abuse of travel.

The Lion Brand line comprises a complete range of baggage.

WARDROBE TRUNKS
TRUNKS
KIT BAGS
CLUB BAGS
SUITCASES
DRESSING CASES
HAT BOXES

Manufactured by

Vancouver Trunk & Bag, Limited

VANCOUVER, B.C.

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

New Season's Corsets Indicate Style Trend

The latest decrees of fashion are illustrated by the new corsets. This Spring Paris heralds the return of the waistline, and the corset becomes more essential than ever in providing a proper figure foundation for the new gowns and suits.

Leading corset designers, anticipating this latest style trend, have created a wide range of wrap-arounds, step-ins and combinations that give a subtle indication of the waistline with just the proper emphasis that Paris demands.

Outstandingly attractive among the new season's corsets is the "Nemo-Flex" line of combinations, wrap-arounds, step-ins and brassieres. So comprehensive is the range of styles and models that every type of figure may be satisfactorily corsetted. "Nemo-Flex" garments are made in a wide choice of silk brocades, silk figured and striped fabrics, and the prices are surprisingly moderate.

Silk and Cotton Lingerie
Neckwear, Boudoir Caps
Maids' Aprons and Caps

Manufactured by

A. & T. Hall, Limited

TORONTO, ONT.

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

From Frontier Post to Magnificent Department Store

Posts and Stores of the Hudson's Bay Company Landmarks of the West

Interesting Story Told by Sir William Schooling of Company's Commercial Activities, Which Are Always Expanding From General Store to Great Departmental Emporium

How Chain of Stores Has Grown Steadily All Over Western Provinces

IN Sir William Schooling's work, "The Hudson's Bay Company, 1670-1920," published six years ago to commemorate the 250th anniversary of the Hudson's Bay Company, an interesting chapter on the Forts and Stores of the Company appears, from which the following is abridged:

On a map published by the Hudson's Bay Company in 1914, there are no less than one hundred and thirty-two forts. They extend from the Atlantic to the Pacific, and from the American boundary to the Arctic Circle. Almost each of these forts has an individual history that would be worth telling. With few exceptions they were established for the development of the fur trade with the Indians. Little groups of men wandered into unexplored regions and hurriedly erected forts with defences that were often needed and tested. Hundreds of men, some of whom became famous, have passed many years of their lives in these outposts.

From Earliest Days

When, in 1668, the Nonsuch anchored at the south of James Bay, their first task was to erect a palisaded fort, which they called after King Charles. Not far away is the famous Moose Factory, which has been the scene of many conflicts with the French. A place where, if we will recognize it, much history has been written, is York Factory at Fort Nelson, on the western shore of Hudson Bay. It stands in a large square of some six acres, lying along Hayes River, and shut in by high stockades. There is a lofty platform to serve as a look-out for the coming ship, which is the great annual event.

An important rival farther north is Fort Churchill, with its well-built walls and formidable bastions. The Company's establishments on the Bay were exposed to greater risks than those elsewhere. Not merely might there be occasional trouble with the Indians, but at various times they were seized by the French, though ultimately restored to the Company.

Fort Prince of Wales

For a short time Fort Prince of Wales on Churchill River was an important establishment. In 1713, a wooden fort was erected, to give way shortly afterwards to one of the strongest forts on the continent. It was built from the plans of military engineers who had served under Marlborough, and it was originally intended to have the walls forty-two feet thick at their foundation. By direction of the Governor, the dimensions were reduced to twenty-five feet, but these proved inadequate, so it was in part pulled down and rebuilt according to the original plans. It was destroyed by the French and never rebuilt; today its ruins mark the most northerly fortress on the continent of America, scarcely inferior in strength to Louisberg or to Quebec. Its site was admirably chosen, its design and armament were once perfect; it is interesting still as a relic of bygone strife, but useful now only as a beacon for the harbor it failed to protect.

We may recall that in 1769, the Royal Society of London asked the Hudson's Bay Company to convey two astronomers, Wales and Dymond, in one of the Company's ships to observe the passage of Venus over the sun. The Society undertook to recoup the whole of the expenses, but the Company charged only for the food of the astronomers, to whom every assistance was given. The observatory was erected at Fort Prince of Wales, and the observation of the transit was entirely successful.

Increase in Numbers

For many years the Company's trading posts were few in number, for the Indians were willing to come long distances to barter their furs. There were, however, rivals in the field, notably the North-West Company, who, with unlimited energy, and by methods not always deserving admiration, intercepted the Indians and endeavored to cut off the Hudson's Bay Company trade. Sometimes slowly, sometimes with great vigor, the servants of the Company countered this competition and erected new forts in order to recover and retain the trade. On occasion this activity was dictated from London; at other times it was due to the energies of the leaders on the spot, such as Semple and Simpson. The fort named after the latter may be cited as an example; it was first built at the mouth of Nass River in 1831, on the Pacific Coast, and is a good example of the style of forts of those days. The Coast Indians were difficult to handle, being of a more vicious temperament than the tribes of the interior; but, little by little, the servants of the company brought them under control by methods which were necessarily stern, though invariably just. The Tsimpeans were a powerful tribe, from whom the other tribes had to be protected and sheltered in the fort, and even as late as the middle of the nineteenth century, barbarous orgies were indulged in in the immediate neighborhood of the fort.

Historic Fort Simpson

The position was changed a few years after its first erection, and in 1860 a new fort was built. At that time it was estimated that 30,000 Indians were tributary to it. Twenty years later its name was changed to Fort Simpson. It was closed out in 1913, and burnt down in the following year.

Among the most northerly of the Company's posts are those at Herschel and Baillie Islands and Fort McPherson, which are all within the Arctic Circle, and but a short distance from the Arctic Ocean at Mackenzie Bay, which the great explorer, whose name it bears, had reached many years before.

The mention of the Arctic Circle recalls another instance, out of many which might be cited, of the assistance to discovery and research which the Company has rendered. The hospitality to the observers of the transit of Venus has already been mentioned, but many years after that, in June, 1819, Franklin embarked from England for Hudson Bay, and reached Fort Chipewyan on Lake Athabasca. The second Winter was spent on the Arctic slopes at Fort Enterprise, and in the following Summer the Franklin party descended the Coppermine River, as Hearne had done previously. Three years later Franklin was again a guest at Fort Chipewyan. When, later on, Franklin made yet another expedition, and no tidings came of him, rescue parties were sent out, to whom the Hudson's Bay Company rendered all possible aid, besides sending an expedition of its own in quest of the unfortunate navigator. In this adventure, Dr. Rae, a well-known officer of the Company, played a leading part, and Fort Rae, on Great Slave Lake, commemorates his name.

Victoria Land

The Company also organized an exploring expedition in 1836. Governor Simpson was instructed from London to make the preparations, and Dease and Thomas Simpson, a relation of the Governor, were placed in charge. They also wintered at Fort Chipewyan and took possession of a new territory which was called Victoria Land, "in the name of the Honorable Company and for the Queen of Great Britain."

This fort, Chipewyan, was established in the rich fur district of Lake Athabasca by Roderick McKenzie, a cousin of the great explorer, and it was not until the union of the Hudson's Bay and North-West Companies that it passed into the possession of the former. It was the centre of a large trade and the starting point for many notable adventures.

The Modern Store

Maintaining its trading posts in conditions not greatly different from those which prevailed in a remote past, it has extended its trading activities to the modern department store. There is efficient adjustment to a new environment that is preeminently characteristic of life, and it is made with the greater ease and effectiveness because of the accumulated momentum and influence of the past.

Naturally this change is most marked in the provinces of most recent development. In Ontario, the Company has some thirty trading posts, but no general stores. For a time there was a store at Fort William, but it was destroyed by fire. The place has a long and interesting history especially in connection with the Nor'-Westers; the chief meeting place for the partners was formerly at Grand Portage, but when the treaty with America was found to include Grand Portage in American territory, a new fort was developed at the western end of Lake Superior, and was ultimately named after William McGillivary, the principal partner of the North-West Company. Externally it had the appearance of a fort and internally of a village, from the number of buildings it enclosed. It was a large establishment, with luxurious quarters for the partners, whose festive gatherings, whether at Fort William or Montreal, were characterized by extravagance and hilarious mirth. But they were keen traders, who had had personal experience of the difficulties and dangers of the fur trade. It was here that the furs were received and packed, and, from the capacious wharf on the riverside, the outfits forgtrade were dispatched. The great hall was capable of entertaining two hundred people, and the yearly carnival was all in all to the voyageurs from the posts of the Company, which extended to the Pacific Ocean.

Fort William was the centre of the opposition of the Nor'-Westers to the Red River Settlement, and after the massacre and imprisonment of Red River colonists, Selkirk himself arrested some of the ringleaders and took possession of the Fort. It was restored to the Nor'-Westers, only to come into the joint possession of the two companies after their union a few years later.

For a short time the company had, but has no longer, a store at Kenora, which, under the name of Rat Portage, also figured in the fur trade. It stands on the Lake of the Woods and the falls of the Winnipeg River, so troublesome to the fur traders of the past, today supply abundant water power for the town. Kenora is on the borders of Ontario and Manitoba, and a near neighbor of the city of Winnipeg.

Winnipeg

The progress from fort to store epitomizes, to an imaginative mind, more than two centuries of eventual history. The trading posts of the Hudson's Bay Company initiated in the North of the American continent the great commerce of today and the still greater business of the future. This is true whether particular forts were, or were not, geographically connected with particular stores. Winnipeg, however, affords the most striking example of the direct connection between forts and stores. Did this link not exist, the story of the Winnipeg forts, Rouge and Gibraltar, Douglas and Garry, would be among the most interesting of the tales of the forts, while the position and growth of the city, and the importance of the Company's Winnipeg establishment, give a corresponding position to the record of the Winnipeg store.

It was at the junction of the Assiniboine and Red Rivers that, as we have seen, Verendrye established Fort Rouge as early as 1733. It was over sixty years later that, in 1804, the North-West Company built Fort Gibraltar. A few years subsequently, the Hudson's Bay Company constructed Fort Douglas named after Thomas Douglas, the fifth Earl of Selkirk, founder of the Red River Settlement. Many are the stories that could be told of the conflicts at the famous forts between the Nor'-Westers and the servants of the Company; but the feuds terminated with the union of the two Companies in 1821, and the first Fort Garry was erected as a trading post and settlers' depot. It was an elaborate structure with stone wall, bastions and port-holes.

The building of Lower Fort Garry, nineteen miles down the river, was commenced in 1831. The motive for the selection of this site is not known, but the fort was for a time the residence of the Governor of Rupert's Land and the seat of Government. In 1835, Upper Fort Garry was begun at the junction of the two rivers, but on higher ground than the earlier structure. This was the centre of business, government, education, and public affairs for more than thirty years, and was the nucleus of the city of Winnipeg. The fort was sold in 1882 and the front gate, now owned by the city, is all that remains of this historic group of buildings.

For some years after 1821, the Company spent considerable sums in various enterprises calculated to help the settlers. Large funds were consumed in efforts to manufacture buffalo wool cloth, but it cost many times more than English cloth, to which it was inferior. A model farm was established; a tallow company, and a flax and hemp company, were promoted, but without profitable results. The currency of the time consisted largely of "Hudson's Bay Blankets," which were notes for £1 5s., and 1s. each. In such ways as these the Company went outside its normal routine, as it did subsequently in the Island of Vancouver, with a view to promoting the well-being of the settlers.

It would be interesting if we could obtain pictures of the life of those days; there were the Red River carts with their plodding oxen, and a varied stream of many types with manners and costumes of the past. The Sales Shop of the fort was crowded with customers, who obtained their goods by purchase, or by the barter of furs. Other shops and stores were established, and the local population was dependent upon the Company for their supplies.

It was in November, 1869, that Louis Riel took possession of Lower Fort Garry and established himself and his followers as the government of the country. He made a prisoner of the proprietor of the only paper in the settlement, and issued a number of proclamations addressed to the inhabitants of Rupert's Land. The situation was not handled strongly or wisely, until the appearance upon the scene of Donald Smith, afterwards Lord Strathcona.

Rupert's Land was to be transferred from the Company to the British Government, and Colonel Wolseley was sent in command of an expedition to quell the rebellion; as the troops approached Fort Garry, three slinking figures were seen to leave and escape across the Assiniboine; one of these was "President" Riel, who was to be heard of again. In the words of the commander, afterwards Field-Marshal Lord Wolseley, "The Union Jack was hoisted, a royal salute fired and three cheers were given for the Queen." The transfer of Rupert's Land was complete, and the governing power of the famous old Company was a thing of the past.

In 1874, Winnipeg was incorporated as a city, and since then it has taken full advantage of its unique situation and opportunities. Standing on the eastern border of the prairies, the trade of four vast provinces passes through a narrow belt lying between the international boundary line and Lake Winnipeg. The city stands in the middle of the belt and grows more prosperous and populous year by year.

The fur trade, which led to its beginnings, and for a time retarded its advance (for fur traders have little liking for settlers), still continues, but the Hudson's Bay Company, profiting by the progress it has done so much to assist, has extended its enterprise to suit the altered conditions. The most interesting of the forts become the most important of the stores.

In the Province of Manitoba, literally the "Great Spirits Narrows," after the narrows on Lake Manitoba, the Company has no other store, though it has many forts, including York Factory, which have been of the first importance in the development of the province.

In Saskatchewan

Passing westward, like the early explorers, we come into the Province of Saskatchewan, the history of which gathers around the Hudson's Bay Company. The open plains of the south were the home of the buffalo; and few posts were established here; but the Saskatchewan River was the great line of communication for the fur traders. The Company has still many trading posts in the province, but has established stores at Qu'Appelle, Saskatoon and Yorkton.

In many instances the early trading posts of the Hudson's Bay Company developed into important towns and cities; but the establishment of the store at Yorkton was due to the invitation and request of the settlers, who desired a more convenient mode of shopping than the former plan of obtaining supplies from the Company's store at Winnipeg. In response to a formal petition, the Company in 1898 rented a small store, in one half of which a limited business was conducted. Practically all the settlers in the district were engaged in either horse or cattle raising, and the ranchers brought their cattle to Yorkton, sometimes for upwards of one hundred miles, for shipment to market. When in town, the ranchers bought supplies for the next six months, sending in additional orders by the stage drivers.

The fur business was an important item in the commercial life of the town, the Indians from Forts Pelly and Cote bringing in beaver, bear, mink, lynx, fox, muskrat, and wolf. The town also became important as the headquarters of numerous surveying and construction parties, engaged in opening up the country, and in 1900 it became necessary for the Company to occupy the entire premises.

The extension of railway facilities led to the surrounding country being rapidly filled with homesteaders, with the result that to deal with the increasing business the Company purchased the building it had formerly leased and enlarged the premises in the Fall of 1903.

Further railroad developments quickly followed, and another change of importance took place. The settlers began to realize the great possibilities of growing grain, or mixed farming. In the course of a few years, the country within a radius of many miles was placed under crop, and ranching became almost a thing of the past.

Once again more adequate facilities were needed. New premises were commenced in 1911, and May 2, 1912, the two hundred and forty-second anniversary of the granting of the Charter, the completed structure was opened to the public. The building is a credit to Yorkton, and is both a cause and a consequence of the progress the city is making.

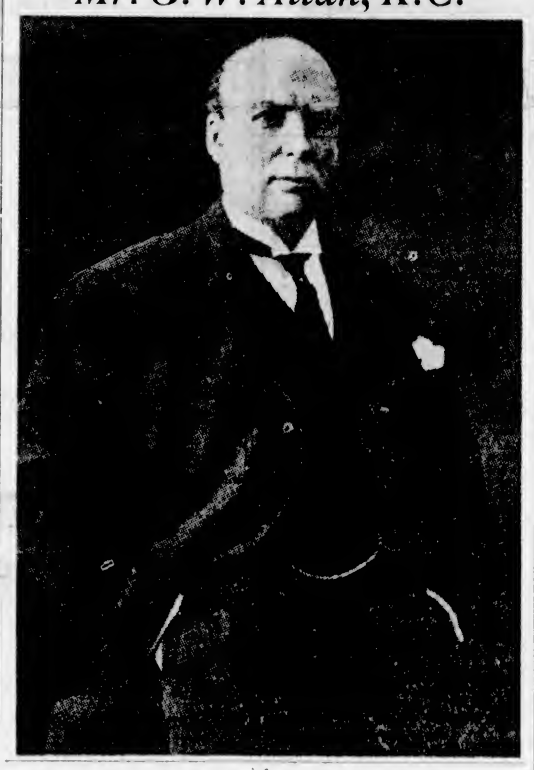
Calgary, Alberta

In the whole record of exploration and discovery there is no more striking story of long persistence in the face of difficulties than that of Verendrye and his companions, one of whom, a relative named Niverville, in 1752, established Fort Jonquiere at the foot of the mountains near where Calgary, the oldest city in Alberta, stands today. On the site of this fort a century later a post of the Northwest Mounted Police was established.

The more definite beginning of the modern city dates from 1876, in which year the Hudson's Bay Company opened its first store close to the site of the old fort. The buildings stood east of the Elbow River, near its confluence with the Bow River, whose crystal waters flow from a pass in the Rocky Mountains. There were three structures, a store, a residence for the manager, and an interpreter's cabin, which were made of logs floated down the river from the west. Chief Factor Richardson Hardisty (afterwards Canadian Senator) was in charge of the Company's operations in Alberta at this time, and Angus Fraser, an experienced

(Continued on Page Eight)

Head of Company in Canada Mr. G. W. Allan, K.C.



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Interesting Bastion Is Well Cared for at Nanaimo

Island's Most Notable Relic of the Manorial Right of H.B. Company

History of Nanaimo Bastion as Related by Ex-Mayor Mark Bate, J.P., in Nanaimo Free Press Golden Jubilee Edition—Relates Interesting Story of Old Stockade

THE "Bastion," one of the antique sights that visitors cannot overlook, one of the very few landmarks, and the most prominent remaining, at Nanaimo, of the period when the Hudson's Bay Company held Manorial Rights over the whole of Vancouver Island, was erected in 1853—completed in June of that year, flagpole raised, and the "H.B.C." flag then unfurled to the breeze. It was built by Leon Labine and Jean Batiste Fortier, who, with assistants, had been employed upon similar structures at Fort Victoria and Fort Rupert. Labine and Fortier were French-Canadians, both splendid axemen. They got out the material for nearly all the hewn log buildings at Colville Town, as Nanaimo, soon after being settled by the whites, was called.

A Small Settlement

At the date the Bastion was finished there were, as the makeup of Colville Town, four dwelling houses, twenty-six by fifteen feet, and three thirty by twenty, habitable, and filling pieces raised for three more thirty by twenty. These, with a little clearance of the forest, were the first preparation for the permanent abode of a new population of men and women, who, upon arrival in this far-off section of the Wild West, were confronted with difficulties and dangers hardly realized by those who did not share them. The purpose of the "Fort," as it was designated by the Hudson's Bay Company, was, no doubt, to protect the whites from dreaded violence of the Indians—to overawe the natives, as we say, who, in those days, were "Lords of all they surveyed,"—were inclined to be rebellious, and looked upon the white settlers as invaders of their prescriptive territorial rights. Previous to 1852 the whole of the Nanaimo country had only its aboriginal inhabitants, many of whom were impudent plunderers, yet stealthy foes, and as showing the hostile character they manifested, it may be stated that a short period after the date mentioned, they killed a white man at Cowichan while he was quietly pursuing his farm labor. For that treacherous act of murder, a Nanaimo Indian and a Cowichan Indian, who were guilty of the crime, were hung at Gallows Point, Protection Island, off Nanaimo Harbor. Mr. J. W. McKay was then the officer in charge of Nanaimo.

Change of Location

The original position of the Bastion was on the corner opposite, and to the westward of where it now stands, which is higher ground by many feet—in fact, the highest point thereabout, commanding the entrance to Commercial Inlet where the first coal mine was opened. It had only a low stone foundation—not the high basement of rock which now supports it. It was removed to its present station on the low side of the street, in 1891.

As soon as the question of removal arose, the old residents, without exception, evinced a warm desire for the preservation of their familiar sentinel blockhouse, and through the efforts mainly of the late Chief Constable Stewart, backed by all whose support he sought, the building is still intact. Framed of strong squared timber, most substantitily put together, as will be seen, it withstood the force of the elements for over seventy years—a notable instance of how well Labine and his men did their work.

THE HISTORIC BASTION

Two six-pound carronades were the armament of the "fort," and there were in the arsenal cases of grapeshot and cannister ready for any call to arms.

Firing of Salutes

The principal use of the guns, say up to 1859, was the firing of salutes. Always on the occasion of an official visit of His Excellency the Governor, which occurred two or three times a year, he was received with a salvo of seventeen guns. Once in a while a few shots were fired across the harbor into the woods on Protection Island, so that the Indians might note the damaging effects—see the havoc made among the trees. But there were emergencies when the six-pounders were employed, if not in actual warfare, for the benevolent purpose of preventing bloodshed. Captain Charles Edward Stuart, who succeeded Mr. J. W. McKay as the "officer in charge of the Nanaimo establishment," has an entry in his journal under date of August 7, 1855, reading:

"9:30 a.m.—Observed four or five large canoes passing outside Newcastle Island, apparently hastening by paddling and sailing, to their homes. 10 a.m.—A Nanaimo canoe started off in pursuit, followed soon after by others, as the Indians were reported to be 'Hydas,' and seeing the Nanaimos were hostile towards them, fired a cannon to warn them from our territory, as a collision between the parties would no doubt have materially interfered with the business and tranquillity of the place. The reason assigned by the Nanaimos for pursuing the supposed Hydas, was a report which had been circulated that several of the tribe had been killed while obtaining provisions near the Rapids. 1:30 p.m.—The Nanaimos returned, having succeeded in capturing one canoe, containing four men, two women and two children, without firing a shot."

The following day the Nanaimos released the prisoners, finding they were not the Hydas, but "Kites-Kews," and that none of their own tribe were missing. They kept twenty blankets—perhaps as the cost of the expedition.

Canine Trouble

Again in the Summer of 1858, when through the warnings and good offices of the Hudson's Bay Company, who gave the painted chiefs of both tribes to understand that there must not be any more war-whoops within range of the fort, the Nanaimos and Hydas had become reconciled, the guns had to be "manned." Mr. George Baker, one of the pioneers who arrived by the Princess Royal in November, 1854, had a saucy little dog called "Lucy." The Hydas in large numbers were strolling around the town and one of several who passed Baker's door was snapped by Lucy. He who was bitten picked up a rock, hurled it at the dog and killed her. Mr. Baker was at Nanaimo River at the time gathering hay for his cattle.

On his return, after being informed by Mrs. Baker of the dog tragedy, he went to the Hyda encampment with the intention of chastising the Indian offender, but he came away without carrying out his purpose. The Indians surrounded him in a menacing attitude and would not allow the guilty one to be molested. He reported the circumstances to Captain Stuart, who sent a force to make an arrest. For this move the whole camp was prepared—armed with guns, knives, iron bolts and bludgeons; they showed fight, and would not permit the man who was sought to be taken. A threat was made to fire on them from the Bastion, the guns were manned, and a few charges of grapeshot were sent near the spot where the Indians were encamped, to show what they might expect if the man wanted was not surrendered. The shot tore up things generally, and very soon after the Indian required was taken to Captain Stuart, who, as magistrate, ordered that he be flogged with the cat-o'-nine-tails, which was done, over one of the guns, by George Mills, the mess steward. So ended what might have been a serious matter had the Indians done otherwise than submit.

Colonial Jail

For some fifteen years the first floor of the Bastion was used as the colonial jail. It had two cells, which were lighted and ventilated by an aperture cut through the timber, and which had in days gone by contained prisoners charged with the highest crimes. Doors, locks, and bars were about as strong as they could be made. The place within and without was always clean, a very liberal supply of lime (which in the early days was made from shells), being kept on hand for whitewashing, at which occupation, and at proper seasons, prisoners were well exercised. In the years that the Bastion did service as a place of confinement, there were three official jailors, Wm. Weston, Edwin Gough and Wm. Stewart. The first named had little to do, for in his time the punishment of native offenders was summary, and often when deserved, severe—"exemplary," as Captain Stuart would term a whipping across a gun.

The late Chief Stewart cared for the Bastion as for the apple of his eye. For nearly forty years he gave attention to it—saw that the flag floated from its pole on all fitting occasions, and looked after any repairs needed. To him more than to anybody else the credit is due for preventing the old fort from falling into decay.

It is owned and occupied at present by Nanaimo Post No. 3, Native Sons of British Columbia. The first floor, whereon the cells were built, has been transformed, and for some time was used as a meeting place where members of the Post passed away many happy hours.

The Old Blockhouse

Among the objects of the Native Sons, as a society, are: Mutual benefit, mutual improvement, social intercourse, to perpetuate in the minds of all native sons the memory of the pioneers, to unite all worthy sons of British Columbia in one harmonious body, to improve the conditions of its members by encouragement in business and otherwise.

To these worthy sons of worthy sires the continued preservation of the old-time blockhouse may be safely left. It seems most fitting it should be entrusted to their keeping. As long as it can be made to hang together they, from the closely cherished memories they will feel surrounding it, can be depended upon to see to its complete maintenance as the most ancient landmark of Nanaimo.

The Bastion was recently the scene of a wedding under the auspices of the Native Daughters and Native Sons of B.C.

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This new way embodies three factors of importance—plus many others.

It is different in material from any other product obtainable for this purpose.

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It is as easily disposed of as a piece of waste paper—thus banishing the often embarrassing difficulty of disposal.

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Caribou in Northern B. C.

To the sportsman among the inhabitants of cities the caribou is another species of big game of which a specimen is very desirable. To contrast with the moose among the mounted heads which make his den a dream-castle where he may wander with mother nature and her creatures of the wilds, it makes a magnificent trophy.

The woodland caribou, southern representative of the barren ground caribou, occupies very much the same territory as the moose, though usually higher up in the mountains. Both the bull and the cow have antlers—those of the cow slender, those of the bull irregular, large and heavy as compared with those of the more modern deer.

Selection of Forts With View to Distribution

Hudson's Bay Company's Headquarters on the Coast Prior to Removal to Fort Victoria

OLD FORT VANCOUVER, NOW VANCOUVER, WASHINGTON

Sketch of Company's Aboriginal Customers

By P. H. GODSELL

In The Beaver, Official Journal of the Hudson's Bay Company

For over two hundred years the customers of the Hudson's Bay Company consisted almost entirely of aboriginal peoples of suspicious and varied temperaments, by no means easy to deal with. Yet to the credit of the Company and their policies in dealing with these peoples, this lengthy period has been marked by almost undisturbed and peaceful relationship.

At the present day the total Indian population of Canada slightly exceeds one hundred thousand souls, divided by ethnologists into the following different stocks, which in turn comprise many tribes, innumerable sub-tribes and small bands.

The Algonquin stock, by far the most numerous, include the Plain Wood and Swampy Crees, the Ojibways, Ottawas, Nascaupies, Montignais, Algonquin and Blackfeet, as well as many smaller branches. With the exception of the Blackfeet, the dialects are so similar that, once fully cognizant of either Cree or Ojibway, it is possible in a very short time to understand and makes oneself known in any of the others. These people were the first whom the Company came into contact with, and preponderated in numbers other tribes, spreading from the Atlantic Coast west almost to the Rockies, and north to the hunting grounds of the Chippewyan and Eskimo.

With the exception of the Blackfeet and Plain Crees, who emigrated to the prairies and led a warlike and nomadic existence, subsisting upon buffalo, living in buffalo-skin tepees and in recent years owning large numbers of horses, all the northern Algonquin tribes have been noted for their peaceable dispositions, though the same cannot be said of their cousins south of the American boundary.

Six Nations Feared

Originally, large bands of these natives would flock every year either to Fort Prince of Wales or York Factory by way of Lake Winnipeg and the watercourses leading into Hudson's Bay; while larger flotillas of canoes from the vicinity of the Great Lakes, propelled by painted warriors and laden with packs of beaver and other furs, proceeded annually to Montreal and Quebec to deal with the French traders during their ascendance and gaze wonderingly upon the marvels of Count Frontenac's wooden palace and the mission of Le Jeune. This trip was always fraught with danger from Huron and Iroquois ambushes, while at times this trade, which grew to enormous proportions and was the very life of New France, was brought almost to a complete standstill, with the consequent impoverishment of French Canada, as a result of the activities of the greatly feared warriors of the Six Nations.

To Post in Spring

No longer is it necessary for such long trading journeys as, with the establishment of posts by the company and others at recognized tribal gatherings and fishing places, no natives are ever more than a few days removed from stores which cater to their every requirement. The mode of living, however, is not greatly altered. Obtaining from the nearest post each Fall an outfit of articles considered most necessary, the Indian proceeds in his canoe, laden down with a miscellaneous collection of dogs, fish nets, children, provisions, etc., to a convenient spot on a distant lake which he knows to be well stocked with fish. Here he erects his tent or wigwam and spends his days until freeze-up in hunting and fishing. As soon as the ice becomes firm he sets out his traps, and for the rest of the Winter he is engaged alternately in hunting moose, visiting his traps and, in time of plenty, lying around his wigwam.

After the break-up and the usual Spring hunt, all the natives within a large radius direct their canoes towards the nearest post, where they congregate with their families and enjoy a period of social intercourse while disposing of their Winter hunts.

Terrible Struggle

From Mexico to the Arctic Circle, and from Fort Churchill to the headwaters of the Peace River, range a race of people known as the Athabascans, comprising the Navajos, Apaches and Arrapahoes in the U.S.A., and in Canada the Chippewyans, Caribou-Eaters, Beavers, Sicanies, Yellow Knives, Dog Ribs, Slaveys and others. These people are of a less sociable nature than the Algonquins. Generally speaking, their methods of life are very similar; though, as much of their habitat is either mountainous or barren land, they lead a harder and more precarious life.

The Six Nations, the Hurons, Neutrals and Tobacco Nation, all of Iroquois stock, occupied Southeastern Ontario and the State of New York. A fratricidal struggle between 1635 and 1680 resulted in what practically amounted to the annihilation of all but the Six Nations and the extermination of over 30,000 souls.

During the regime of Governor Simpson, the Iroquois were largely employed as voyageurs and canoemen, and many of them settled in various parts of the West and married Cree women. They may be encountered today in the vicinity of Yellowhead Pass, Jasper House, and even in the Peace River country, though only in small numbers.

The Iroquois originally lived in fortified villages containing numerous bark community houses and engaged extensively in agriculture. They developed a remarkable social fabric, after which the constitution of the United States was originally fashioned. In the height of their power their war parties carried terror over almost a third of North America, although it is doubtful if they ever numbered more than 2,000 warriors.

The principal tribes of the Pacific coast area are the Tsimshean, Nootka and Haidas. These people engage extensively in fishing and hunting and live originally in fixed villages composed of log community houses.

The Eskimos of Labrador and Ungave have long been in touch with whalers and officers of the company and are on the whole a good-natured race who are easily dealt with. During recent years, posts have also been established along the Arctic coast, until the last of the primitive natives have been got in touch with. The sophisticated Eskimo, a product largely of association with American whalers, owns one or more motor schooners, talks and in some instances reads and writes English, though his more primitive brother lives, as he always did, by hunting, fishing and killing seal, and in the Wintertime resides in a snow house, in which he apparently puts in a fairly happy and contented existence.

Arms of Company As Shown Here On Frontispiece

THE following description of the Hudson's Bay Company's heraldic arms or armorial bearings, is extracted from the scroll of Garter, Clarenceaux & Norrey, Kings of Arms:

Shield—Argent, a cross gules between four beavers sable.

Crest—Upon a cap of maintenance gules turned up ermine, a fox sejant proper.

Supporters — On either side an elk proper.

The authorized coat of arms of the Company is the oldest form that could be found and dates back to within ten years of the incorporation of the Company.

COMPANY SELECTED EXCELLENT SITES

H.B. Posts Have Been Followed by Communities Located at Strategic Points

The great Rocky Mountain range so effectively separated the East from the West that practically two organizations of the Hudson's Bay Company's operations were necessary, east of the mountains drawing their supplies through York Factory, while from the West ships arrived direct from England to the Columbia and later to Victoria.

There were thirty-seven posts in the Western department, which have dwindled through loss of territory until today ten are all that remain.

From Fort Vancouver, Washington, the trade route to the interior was via the Columbia River, Kootenay, Thompson and Fraser Rivers. At Thompson River (now Kamloops) a great horse ranch was operated, whence pack animals were drawn to handle for New Caledonia.

The Cariboo mining excitement of 1855 was perhaps the greatest disturbing factor in the Western department's history. It caused their men to become dissatisfied, and resulted in forcing wages to a point higher than the fur trade could stand, besides opening up new trade routes and in other ways becoming an obstacle almost insurmountable. It did not end with that excitement, but was carried on by Omineca and Cassiar, 1872, and Klondike, 1898.

After the amalgamation of the Hudson's Bay Company and the Northwest Company in 1821, the trade was pushed north along the coast and in the interior of Alaska from the Mackenzie River side by way of the Liard and Porcupine Rivers, resulting in a lease of Southeastern Alaska being secured from the Russian-American Company. This lease existed very profitably to the company from 1840 until 1867, when the United States purchased outright all the Russian holdings in America, causing the closing out of posts owned by the company in that territory, just as was the case in that part of Oregon and Washington occupied by them.

British Columbia is divided into sections under the following names: Kootenay, Cariboo, Chilcoten, New Caledonia, Omineca, Cassiar and Coast. Our operations are confined today to New Caledonia, Omineca and Cassiar, posts in the other sections being long since closed out.

Railroads have replaced the company's pack train and canoe routes. It is interesting to note that the development of the Province shows the wisdom of the site selections made by the company's officers, as invariably these selections have been retained for distributing points by railroads.—The Beaver, H.B. Co's Journal.

Dr. J. McLoughlin

At the "Pageam of Wascopam" at The Dalles, Oregon, May 26, 1923, an entire act was devoted to the part played by the Hudson's Bay Company in the history of Oregon and the Columbia River valley. The following is quoted from the pageant programme:

"Dr. John McLoughlin, well called the 'Father of Oregon,' came as chief factor of the Hudson's Bay Company to the Oregon country in 1824. He was a great man upon whom God had stamped a grandeur of character which few men possess and a nobility which no earthly sovereign can confer."

Appleford Para-Sani TRADE MARK

HEAVY WAXED PAPER

KEEPS FOOD FRESH AND FULL FLAVORED

After each meal cover your bread, cake, meat and other leftovers with Pari-Sani. This heavy waxed paper protects your food from drying out and saves much that would otherwise be thrown out.

Pari-Sani is sold in a most convenient package. From the large cardboard box you tear off the exact amount of paper you want. No paper wasted—no time lost. Pari-Sani is also sold in rolls without the box and in sheets.

If you prefer a lighter weight paper, ask for Star Brand, sold in flat packages or rolls.

FOR SALE BY

Hudson's Bay Company. INCORPORATED 2ND MAY 1670.

Made by Pacific Waxed Paper Co., Vancouver

Fashionable Women Wear

Smardon Shoes

The "Alda"

A perfectly delightful creation fashioned from fine quality kid in parchment and Sauterne shades. Strap and vamp are inlaid with constrasting colored kid. All sizes. Per pair $12.00

The "Riveria" Oxford

A new model for street and dress wear, shown in black satin, appliqued with dull kid and Bois de Rose kid appliqued with suede of the same shade. Per pair ..... $10.00 and $12.00

Fashioned with exquisite workmanship characteristic of Smardon Footwear, these shoes are perfect in every detail, from the neatly trimmed soles to the light kid linings that protect dainty silken hosiery. They appeal to fashionable women because of their graceful curves and clinging fit, which, together with the slender spike heels, the newest version of the Louis heel, make the foot look smaller.

Smardon Shoes are shown in a wide variety of smart, new models, two of which are illustrated here.

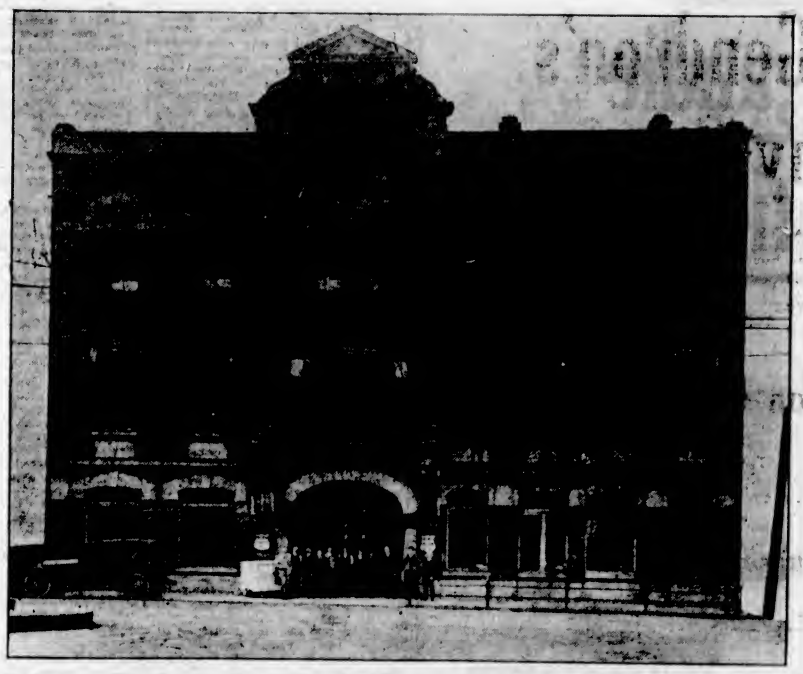
Ask to be fitted with the Smardon Shoe, made in Canada by

Smardon Shoe Co., Limited
Montreal

SOLD AND RECOMMENDED BY

Hudson's Bay Company. INCORPORATED 2ND MAY 1670.

ESTABLISHED 1863 INCORPORATED 1902



British Columbia's Pioneer Manufacturers of "Big Horn" Brand Overalls, Mackinaws Shirts and Watershed Clothing

TURNER, BEETON & COMPANY, LIMITED is known throughout the width and breadth of British Columbia as the manufacturers of Men's and Boys' Dress and Work Clothes—clothes that are made to give the best possible service.

When purchasing Khaki Outing Pants, Waistband Overalls, Bib Overalls, Combintaion Overall Suits, Boys' and Youths' Overalls, Long Pants, Knickers, Riding and Hiking Breeches, Jackets, Norfolk Coats, Fine Shirts, Tweed Pants, Cotton or Woolen Work Shirts, Mackinaws, White Duck Coats and Aprons, Carpenters' and Drivers' Aprons, Watershed Clothing or Camp Bed Covers, insist on "BIG HORN" BRAND.

Every Garment Carries the "BIG HORN" Label

Turner, Beeton & Company, Limited

Wholesale Merchants and Importers, Dry Goods and Gent's Furnishings

1232 Wharf Street Factory: Bastion Square

TRADE MARK

SOLD AND RECOMMENDED BY

Hudson's Bay Company. INCORPORATED 2ND MAY 1670.

Canadian Trade With Orient Develops

LARGE OUTLAY CONTEMPLATED

Hudson's Bay Company Is Spending Large Sums in Winnipeg and Vancouver Stores.

HISTORICAL RECORD IS BEING DEVELOPED

Fur Trading Connection Is Expanding With Over 200 Trading Posts Scattered Throughout Canada

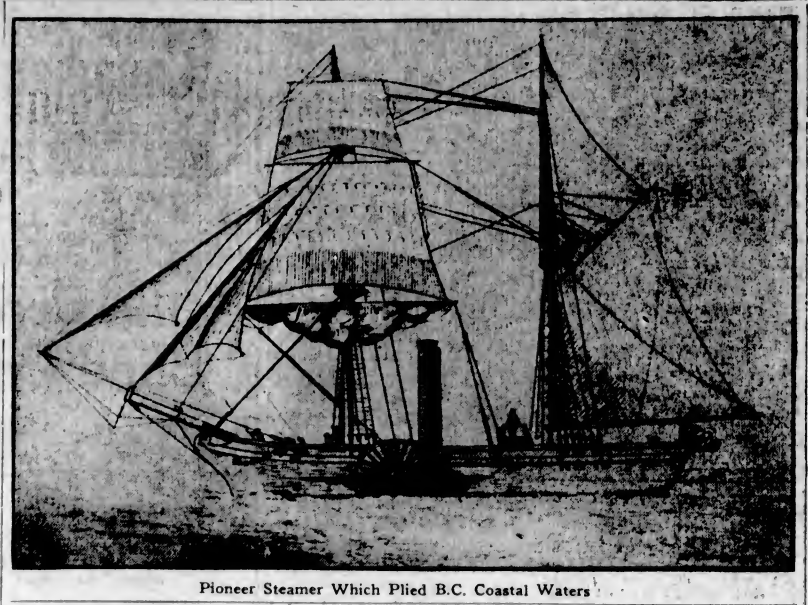
By ROBERT WATSON

Confidence in the future of Western Canada is strongly evidenced in the extensive programme of expansion which the Hudson's Bay Company is maintaining in every field of its operations.

Department Stores Expansion

In Winnipeg a new department store, embodying the most modern ideas, is being erected by the company at the junction of the new Memorial Boulevard and Portage Avenue.

When completed the new store will occupy 232 feet on Portage Avenue, with a frontage of 368 feet on Memorial Boulevard and 400 feet on Vaughan Street, practically an entire city block.



Pioneer Steamer Which Plied B.C. Coastal Waters

A basement and sub-basement will descend thirty-nine feet below the sidewalk level, while the building will rise to a height of six stories.

The building will rest on 151 concrete caissons sunk to a depth of fifty-one feet.

Local material is being used for the building wherever practicable.

The architect is Mr Ernest Barott, of Montreal, and the contractors are Carter-Halls-Aldinger, of Winnepeg.

This activity, with the prospective opening of the Memorial Boulevard, is reviving a keen interest in building operations, and the optimism shown by the company in the carrying out of this work should go far toward encouraging business enterprises and attracting fresh capital to the city of Winnipeg and to Western Canada.

Recent announcements advise the acquisition by the company of additional property at Regina, Calgary, Edmonton and Saskatoon for future extensions of the company's business.

Vancouver Growth

In Vancouver the company's store on Granville Street is undergoing reconstruction and enlargement, involving an expenditure of about $2,500,000.

When completed, the Vancouver store will have a frontage of 250 feet on Granville Street, 260 feet on Georgia Street and 175 feet on Seymour Street. The first unit of the new portion is expected to be ready for occupancy in the Spring of 1926, and the whole completed about the end of the same year.

The Hudson's Bay Company now owns and operates the most modern chain of department stores in Canada. Old time romance attaches to these from the fact that they represent development from what were originally lonely prairie and backwoods trading posts. Many, indeed, of Canada's present day cities, with their thousands of inhabitants, modern buildings and transportation facilities, owe their origin to the planting of a trading post in the wilderness by the daring and enterprising servants of the company in former years. Eleven stores are now operating at the following centres in Canada's four Western Provinces: Winnipeg, Man.; Saskatoon, Yorkton, Sask.; Calgary, Edmonton, Lethbridge, Alta.; Nelson, Vernon, Kamloops, Vancouver, Victoria, B.C.

Land Settlement

The Hudson's Bay Company owns some 3,000,000 acres of farm lands in Manitoba, Saskatchewan and Alberta. In conjunction with the Cunard Steamship Company, the Hudson's Bay Company has inaugurated a land settlement scheme, the purpose of which is to place desirable British and European agriculturists on the prairies on terms and under such arrangements as will prove attractive to the settlers and insure to the Dominion a large population of the right kind of people.

In this connection a new company has been formed designated "Hudson's Bay Company Overseas Settlement Limited, with headquarters at No. 1 Charing Cross, London, England, and its Canadian head office at 93 Main Street, Winnipeg. This company will assist in selecting and arranging transport to Canada of farm helpers of all nationalities who will be placed with those farmers who are prepared to afford employment on their farms until the new colonists acquire the necessary experience and become familiar with the agricultural conditions of Canada and are able to take up land on their own account.

It will also keep in touch with such immigrants giving them advice on farming matters, and in the selection of the most suitable land in whatever districts of the West they may desire to settle.

Fur Trade

The department store business is the most recent of the company's ventures, having grown out and away from its primal enterprise of fur trading by barter; but the trading for furs still plays a large part in the company's operations and remains the most romantic, adventurous and hazardous of all branches of the service. Over 200 fur trading posts are at present under the company's control on the Labrador coast, Hudson Bay, Baffin Island, the Eastern and Western Arctics, and across Canada to the Pacific Coast. Eighteen of these posts north of the Arctic Circle have been established within the past three or four years.

The Hudson's Bay Company owns and operates fifty-eight steam and motor vessels on Canada's interior waterways, and on the east and west coasts for the purpose of transportation, connecting their various trading posts and the outside world.

The development of coal mining on its lands is also being encouraged by the company. Leases are granted under favorable terms which allow generous concessions in this particular line of industry which is so important to the development of Canada.

The company is also negotiating with an important British group with a view to operations for oil on the company's lands.

Recognition of History

The Hudson's Bay Company is erecting monuments and tablets commemorative of outstanding deeds and of the men whose names come down in the history of the company, on authentic sites of the early trading posts, so that the correct locations and data will be preserved for future generations.

Lower Fort Garry, near Winnipeg, is being preserved in its original state and is the only remaining, well conditioned, stone fort in Canada, a splendid monument of an age that has already passed.

Historical exhibits have been assembled in Winnipeg, Man., and Victoria, B.C., where, by means of relics, models, pictures, documents and curios, the story is graphically told of the early and present-day life of the company's fur traders, the thrilling events in the history of Canada's pioneer Western settlers, and the discoveries made by Hudson's Bay servants; where are depicted also the customs, industries, dress, sports and amusements of the North American Indians with whom the company has ever been on the most friendly terms.

Export Trade to Orient Is Growing From Dominion

Canadian business houses are rapidly building up their trade with the Far East. During the past year the value of trade between the Dominion and Japan increased $3,000,000, setting a new record. The record is particularly notable in view of the fact that British Columbia's lumber exports to Japan were not as high last year as they have been averaging during the past few years. As big expansion in the shipment of lumber to Japan from Canada is anticipatd this year, there should be another substantial increase in the trade figures for 1926, says the Vancouver correspondent of The Financial Post.

The total volume of trade between Canada and Japan in 1925 was $33,126,000, of which over $25,000,000 was represented by exports of Canadian goods. In other words, Canada's share was nearly five-sevenths of the total—a rather one-sided proportion, although with the return of more stabilized conditions in the Orient, it is expected that a more balanced trade will prevail. Of the $3,000,000 increase in 1925 nearly $2,000,000 was represented by exports.

Canada has made steady gains in her commercial relationship with Japan, and this fact was recently recognized when Mr. A. E. Bryen, of the Tokio office of the Canadian Department of Trade and Commerce, was promoted to inspector of agencies. Two years ago Canada's trade with Japan amounted to $17,700,000. A year ago it was a little over $30,000,000.

It is doubtful whether Canadian businessmen fully realize the potentialities of the Orient as a market for this country's products. Nearly ten million dollars' worth of wheat was shipped to Japan alone last year. Pulp exports to the same country aggregated $2,250,000. Increases were noted also on asbestos, exports of which were valued at $373,000, and beef, of which $217,000 worth was sold to Japan.

Greater Comfort
—for Baby in
Gendron's
Baby Carriages

GO-CARTS, SULKIES AND CARRIERS
Sulkies and Four-Wheel Carriers as low as ... $6.25
Collapsible Go-Carts from ... $21.00
Reed Carriages from ... $31.00

Manufactured by
Gendron Manufacturing Co.
LIMITED
TORONTO, ONTARIO

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

What About Your Spring Suit?

Now is the time everyone wants to get out of doors—walking, motoring, golfing. The bright sun makes the old suit look shabbier yet. We can show you an assortment of new imported clothes tailored on real swagger lines by

Walter Blue & Company, Ltd.
SHERBROOKE, QUEBEC

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Empress Jams

Vancouver Island Strawberries

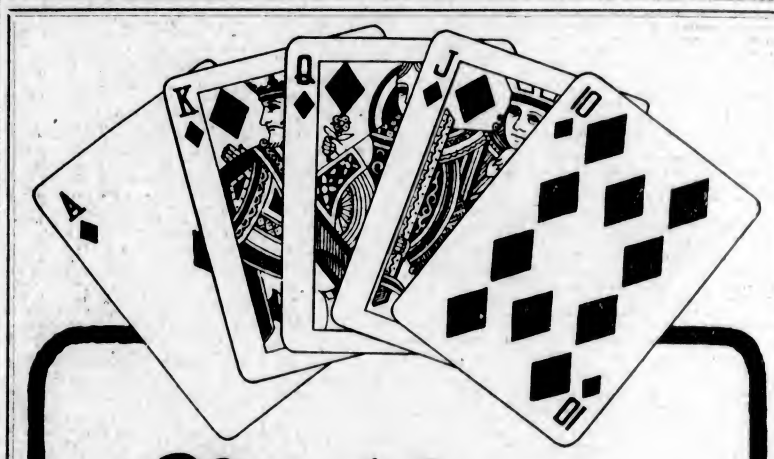
Few people know that, in normal seasons, from 100 to 150 tons of Island Strawberries are used in Empress Strawberry Jam

Empress Orange Marmalade
4-lb. tins, 2-lb. tins, 12-oz. glass
Delicious Seville Oranges and Pure Cane Sugar Only

Empress Pineapple Marmalade
4-lb. tins, 2-lb. tins, 12-oz. glass
Wonderfully Easy to Take

For Highest Quality, Seek EMPRESS label TEA, COFFEE, SPICES, EXTRACTS, JELLY POWDERS, and Always Remember, MONEY BACK If You Say So.

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.



Notice

"Poker hands" now packed in each package and tin of OGDEN'S CUT PLUG Smoking Tobacco.

Save these "poker hands" and for the return of any 52 (bearing any numbers) we will mail a pack of high grade playing cards.

—Or for a complete set, numbers 1 to 52 inclusive, we will send 2 packs.

There is no advertisement printed on the playing cards.

Mail your "Poker Hands" to—
Imperial Tobacco Company of Canada, Limited
P.O. Box 1380,
Montreal, Canada.

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Fertile Prairie Lands Invite Settlement

Valuable Land Grant Reward for Lengthy Pioneering Enterprise

Surrender of Rupert's Land Revised Relation of Hudson's Bay Company to Dominion of Canada—Selected Acreage in Fertile Belt Provides Excellent Opportunity for Settlement

In September, 1663, Groseilliers, in the Hudson's Bay Company's sailing ship the Nonsuch, reached what is now Canada on the shores of James Bay and began the Company's business of fur trading.

The success of Groseillier's voyage led the Company to apply to King Charles II for a royal charter (as was the custom in those days) and this, after some delay, was granted by the king on May 2, 1670. This royal charter—granted to the Company who were risking their money in the adventurous and speculative business of importing merchandise into an unknown, trackless wilderness—gave them the sole rights of trade and commerce in all the great territory drained by the streams that empty into Hudson Bay.

Trading Operations

For two hundred years afterwards the Company carried on its trading operations with the Indians and Eskimos of Northern and Central Canada. Its men explored the interior, constructed trading posts and pushed forward through the wilderness to the north, south and west of Hudson Bay. Eventually, the Company came into active control of all the immense stretch of country from the Great Lakes to the Pacific Ocean and from the United States boundary line to Alaska. They governed these millions of square miles of territory, fed, clothed and supported the natives, and held the future Western Canada in trust for the British Empire.

In 1870, when the newly developed Eastern Provmces of Canada were confederated into a new, young nation under the British flag, the Company decided to surrender the millions of acres of land it had for so long controlled. In return for giving up its claim to the whole of the northwest part of the continent, the Company was awarded by the new Canadian Government, one-twentieth of the land in the "Fertile Belt"—between Lake-of-the-Woods, Lake Winnipeg and the Rocky Mountains (900 miles), and between the north branch of the Saskatchewan River and the United States boundary (350 miles).

Reward for Pioneering

The land was awarded to the Company in return for more than two centuries of exploration, pioneering and trading which it had done, and without which Canada as she is today would not exist.

When the time came for the Government to assign the particular parcels of land which the Company was to retain out of its former great holdings, it was decided to grant the Company the whole of section 8 and the south half and northwest quarter of section 26 in each four townships (of thirty-six sections) throughout the "Fertile Belt," and the whole of both sections 8 and 26 in each fifth township.

This is the land which the Company has been gradually selling to farm settlers for many years and now offers the remainder—some 3,000,000 acres in all—to those who wish to settle, improve the land and make their homes there.—The Beaver.

POSTS AND STORES OF HUDSON'S BAY CO. LANDMARKS OF THE WEST

(Continued From Page Four)

fur trader, had immediate charge of the Trading Station.

On the advent of the Canadian Pacific Railway in 1884, a frame store was erected in the new Townsite, west of the Elbow River. The old store was moved and used as a warehouse. The new building was of one storey, 25 feet by 100 feet, and was considered the finest store west of Winnipeg.

Growth is vigorous in the West, and five years later, in 1889, the Company commenced the erection of a larger building. This new store, at the corner of Eighth Avenue and Centre Street, was of stone construction and two storeys in height; it was opened in 1891. The methods of a modern department store were adopted.

As in so many other instances throughout the long history of the great Company, there were rivals in the field. In this case it was the American Trading Corporation, known as I. G. Baker & Co., whose entire interests in Alberta were bought by the Hudson's Bay Company in 1891. The units at Calgary and Macleod were consolidated with the Company's establishments, and Lethbridge became a new branch. The premises at Calgary were again extended in 1895-'6 in order to cope with the larger business due to the increasing population.

Outfit for Klondike

Then, as so often before, the officials of the Company were faced with a new emergency which they were successful in meeting. The news came of placer mining discoveries in the Klondike. The Company's officials knew that the overland route was not a feasible one for quickly reaching goldfields, but, notwithstanding the efforts to dissuade men from attempting the overland trail, the visions of untold wealth and of the new El Dorado were more than sufficient to overcome the temerity of the thousands who undertook the journey with calamitous results. In spite of difficulties which might well have seemed insuperable, the Calgary management of the Company provided successfully for the outfit of the prospectors, who came from all parts of the world.

Ever since the granting of the charter, the Company had been chiefly concerned with the fur trade, but it realized the need for, and the possibilities of the department store which had been brought about by the development of the country that was due to its own enterprise.

It was recognized that Calgary had an assured future and would become a city of importance. A site was purchased at the corner of Seventh Avenue and First Street, West; the building of a modern store was commenced in 1911 and opened to the public in 1913. The cost was $2,500,000; it was six storeys in height, with foundations that are capable of supporting four additional storeys. It is built of steel and concrete, faced with terra cotta, and has a floor space of 223,000 square feet.

In bygone centuries the Company applied the knowledge and resources of Old World civilization in its dealings with the North American Indians. In the twentieth century it places the services of its organization and its buying agencies in Great Britain, Europe, in the Far East, in the United States, and in Eastern Canada at the disposal of the ever-growing population of the city of Calgary. The facilities it offers are taxed to the full, and it may not be long before another addition is made to the magnitude of the store.

Edmonton, Alberta

It was not until about 1740 that the Saskatchewan, the "Rapid River" of the Cross, was first seen by white men. In 1778 Fort Edmonton was established by the North-West Company, whose example was followed early in the nineteenth century by the Hudson's Bay Company. On the union of the two companies, Fort Edmonton acquired new importance and became a centre for the Northwest, in the neighborhood of which many of the servants of the Company, both Scottish and French, took up land as settlers. With their ox, or pony carts they journeyed for a thousand miles or more over the natural prairie roads, carrying furs to Fort Garry, the present Winnipeg, and returned with loads of merchandise for the Company.

The first fort was hexagonal in form, with pickets, battlemented gateways and bastions. Here were made and repaired the boats, carts, sleighs and other articles for the annual voyage to York Factory on the western shore of Hudson Bay.

Here, as elsewhere, the fur trade led to the development of the Dominion, and Fort Edmonton, the forerunner of the present capital of Alberta, became the trading centre for Indians that roamed as far south as the boundary line and as far north as Lake Athabasca.

In the early sixties the Saskatchewan began to attract miners and other adventurous spirits in search of gold, and after a long delay they were followed in 1874 by the first detachment of the Northwest Mounted Police. Here were three stages marking progress—furs, gold, police. Then came whisky, which led to many a drunken orgy in the old trail followed by the Indians, which has become the Jasper Avenue of today.

The Riel Rebellion broke out in 1885, and Edmonton became to the scattered settlers a refuge from the frenzied Indians and half-breeds.

The town developed on both sides of the river. On the south it was first known as Strathcona, where the C. P. R. arrived in 1891, about which time the Hudson's Bay Company built a small store on what is now known as Jasper Avenue. This unpretentious building was occupied for about three years in conjunction with the old fort, which still flourished as a trading centre.

In 1894 a large store was built on the site of the present one at the corner of 103rd Street and Jasper Avenue. A year or two after it was completed the rush for Klondike began, and the Company's officials had their resources strained to the utmost in providing outfits for the prospectors. In spite of all warning, these men insisted on attempting the overland trip to the Yukon through 2,000 miles of unexplored wilderness. Of all who started, not more than two or three reached their destination. Many turned back disheartened, but still greater numbers were swallowed up in the vast unknown land of the North, where from time to time the remains of wagons were found, as witness of these attempts to accomplish the impossible.

Rapid development quickly followed, and once again, this time in 1904, a larger store was commenced, and was completed in the following year. In this building, old and new mingled in strange contrast; the Indians and half-breeds, the traders and trappers, still contributed the bulk of the business. The elevators were a continual source of wonderment to the Redskins, and it was some time before any of them could be induced to enter them.

On Treaty Day, the traditional custom of tying the money to the end of a poplar sapling and presenting it to the trader in that manner was strictly adhered to by the Chiefs. At this time it was the manager of the store who fastened the Treaty money and then made a short address, bidding them welcome and assuring them of fair treatment, as befitted the Hudson's Bay Company. An interpreter was a necessity in both instances. The Indians would then begin the serious business of purchasing goods to the amount of the Treaty money allowed. Gorgeous colored cashmeres, plaid shawls, Hudson's Bay blankets, colored leathers, beads, etc., were always much in demand.

The store at such times presented a sight not easily forgotten. Well-dressed townspeople, in the season's latest fashion, mixed with the be-decked and painted Indians, while squaws, placidly smoking, huddled on the floor.

The railways marked the next step in advance. The C. N. R. entered Edmonton in 1906, to be followed in 1910 by the Grand Trunk, and in 1913 the Canadian Pacific crossed the river by the high level bridge.

WHARF STREET, ESQUIMALT, IN EARLY DAYS

Another storey was added to the building, and in the following year an addition was commenced on the site of the old frame store, a six-storey brick warehouse being erected. There was also a new six-storey addition to the present mercantile establishment.

Even these enlargements failed to keep pace with the growth of the city and the trade, and in 1916, the six-storey warehouse was taken over by the retail store.

This, in brief, is the evolution from a lonely trading post to one of the largest departmental stores in Canada. It is about a century and a quarter since the flag of Hudson's Bay Company first flew on the old fort, as it flies today over the modern building, and as it will fly in the development of the city.

Lethbridge, Alberta

Unlike most of the cities and towns where the Hudson's Bay Company is represented, there is no long history connecting Lethbridge with the activities of the Company. The connection dates from the year 1891, when Lethbridge was only a small trading station, and the premises were a one-storey frame store about forty feet square. With the development of the coal mining areas and of agriculture, Lethbridge became the chief centre for a long territory. The increase in population and trade necessitated more extensive premises, and in 1908 the Company erected on the old site a two-storey brick building. The original frame store was removed to the rear of the property and still serves as a warehouse.

The business continued to increase, and a further addition was made in 1910. Three years later the whole building was remodelled and is today one of the best equipped departmental stores in any city of the West of equal size.

Though the Company had no part in the founding of the city, it has taken a prominent share in its development, and enjoys the lion's share of the retail trade. The working of the coal mines and the development of the prosperous farming community will cause the city to continue to expand and to grow in importance, with the "old Company" always in the forefront of the mercantile life of the community.

Kamloops, B. C.

The centenary of the city of Kamloops was celebrated in 1912, because a century earlier, Alexander Ross established a post at "Cumcloops," the meeting of the waters, at the junction of the South and North Thompson Rivers. He was representing the Astoria Company; his trade during the ten days of his visit was extensive, and he found himself in the midst of a good beaver country.

It was at first called Fort Thompson after the astronomers sent out from England by the Hudson's Bay Company, who subsequently did much exploration and fixed many positions for the "Nor'-Westers."

The Astorians early took possession of the mouth of the Columbia River and sent an expedition to explore the immense territory lying between the Columbia and Fraser Rivers. In the Fall of 1811, David Stuart ascended the Okanagan to the high land, reached the South Thompson River, and was compelled to spend the Winter with the Shuswap and other Indian tribes in the neighborhood; his report led to the visit of Alexander Ross.

From Kamloops as a centre, traders were sent out towards the Fraser and up the two Thompson Rivers. The "Nor'-Westers" followed in 1812 and built a post close to that of the Astorians, the whole of whose undertaking was acquired from the Astorians in 1813; eight years later, the amalgamation of the Hudson's Bay Company with their old rivals led to the establishment of the Company at Kamloops.

The veteran fur-trader, John MacLeod, was in charge of the district. In 1828 it was visited by Governor Simpson who harangued the Indians and urged them to be "honest, temperate, and frugal; to love their friends the fur-traders, and, above all, to bring in their heaps of peltries, and receive therefor the goods of the Company." It was here in 1840 that Samuel Black, the Company's officer in command, challenged David Douglas, a wandering botanist, to fight a duel because the latter, over his rum and dried salmon, had stigmatized the Honorable Adventurers as "not possessing a soul above a beaver skin." Douglas refused to fight, but met his death shortly afterwards by falling into a pit. Ill-fortune befell the loyal Samuel Black, who was assassinated by the nephew of an old Indian Chief "for having charmed his uncle's life away." The Company was roused to vigorous action. The murderer escaped, and the Company decided he must be given up. Old John Tod, one of the best-known names in the history of British Columbia, took charge at Kamloops, where for the occasion he was supported by other veteran officers of the Company. Tod told the assembled Shuswaps that they must capture the murderer, and one of the Chiefs gave a fine example of Indian eloquence, eulogizing the dead trader, and ending with the words, "You loved him, and now you must not rest until you have brought to justice the murderer." The old Chief was so right in expression that his whole frame and features seemed turned to stone. One of the traders said, "Never shall I forget it; it is the grandest speech I have heard."

The murderer was soon secured and placed in irons, but in crossing the river he upset the boat in the sight of the assembled Indians, and as an old chronicler tells, "The murderer floated down the stream, but died, his death-song hushed by the crack of rifles from the shore." The officers of the Company won the respect, and often the affection, of the Indians, but when the necessity arose their discipline was stern.

Another notable trader in command at Kamloops, 1854 to 1864, was Donald MacLean, to whom was given what is presumed to be the first trader's charter issued by the Hudson's Bay Company in Western Canada.

Under Chief Trader McKay, a new post was erected on the south bank of the Thompson River. Some twenty years later the changed conditions made it necessary to move further east, and a store was built on Victoria Street. This sufficed to meet requirements until 1894, when a further move was needed, and a two-storey brick building was erected midway between Priors Hill and First Avenue.

Reversing the familiar proverb, it may be said of Kamloops that eastwards the course of progress makes its way, and in 1911 the Company moved to its present commodious and up-to-date quarters on the southwest corner of Second Avenue and Victoria Street.

Nelson, B. C.

A large part of the history of the Hudson's Bay Company is concerned with, and developed out of, the fur industry; but, as we have already seen, the search for gold played an important part in the more recent development of both the country and the Company.

This was notably the case at Nelson. The beginning of the city may be said to date from 1887, when its present site was located by Mr. Sproat. In the following year, using a rope and some pickets, he roughly subdivided it into town plots, which sold readily. In 1889 an official survey of the town was made and registered.

After the coming of the railroads, the Hudson's Bay Company opened its first store in Nelson in 1902, with local management, but under supervision of the chief trader at Kamloops. The business was started in a rented building on Baker Street, and was limited in character.

Eight years later a two-storey stone and brick building was erected at the corner of Baker and Stanley Streets, where general business was conducted.

To cope with the increasing trade, several departments were expanded, and early in 1919, the Company purchased the adjoining property and made provision more in accordance with the development of the city.

Vernon, B. C.

The city of Vernon is the chief distributing centre for the Okanagan Valley, known as the "Garden of British Columbia," but when the Company opened its first store in the city, the valley was not known for its fruit, the residents at that time being principally occupied in stock raising.

In the Spring of 1887, when the present site of the city was known as the Frank Delory Ranch, the Company started a fur-trading post, giving cash, or goods, for the furs, as well as providing supplies for the ranchers and others in the district. The second store was opened ten years later, and the present quarters were built in 1912. This store and the state of the city present a striking contrast with the conditions of earlier days. Prior to the Company's arrival, supplies could only be obtained, and that with great difficulty, from Kamloops, or from the coast, to which it took six weeks for the pack trains to make the double journey. Naturally, the conditions were greatly changed by the building of the railroad in 1892.

In the early days, the ranchers, trappers, and Indians were given yearly credits, and settled their accounts after receiving the returns for their crops and furs. There were no banks, since all the banking was done on the coast; cheques passed as freely as ordinary currency, and might have as many as twelve endorsements before reaching the bank on which they were drawn.

The fruit-growing industry, for which the district is now famous, may be said to date from the purchase of a ranch, in 1892, by Lord Aberdeen, then Governor-General of Canada, from Mr. Forbes G. Vernon, after whom the town is named. Many thousands of car-loads of fruit are now shipped each season; hay, oats, and vegetables are grown in large quantities; and cattle-raising, which has been revived in recent years, promises again to become a flourishing industry. There is every prospect that the Company's Vernon establishment, which is the finest departmental store in British Columbia outside the large cities, will be kept busily occupied in supplying the needs of the residents, for which, however much they may extend, the Company will continue to make adequate provision.

Saskatoon Store Is Splendid Addition

Four years ago the Hudson's Bay Co. bought out at Saskatoon the store of J. F. Cairns Limited.

The Saskatoon store of the Hudson's Bay Company is a big factor in the mercantile life of Saskatoon and Northern Saskatchewan. Two hundred persons are employed regularly in this institution and, during sale periods, and the Christmas season, scores of extra salespeople are engaged. The store itself measures 120 by 140 feet and houses forty departments.

Service Features

Service is the guiding principle of the Hudson's Bay Company and, to improve the service of the store, various service features have been arranged, such as dressmaking parlors, beauty shop and postoffice. The restaurant on the fourth floor is capable of seating 500 persons. The company's fur storage vaults are among the finest in Western Canada. Ladies' retiring rooms adjoining the women's ready-to-wear sections are additional service features. The latest fiction may be read by patronizing the circulating library on the third floor.

$30,000 in Improvements

During 1924 the Hudson's Bay Company expended approximately $30,000 in improvements for the Saskatoon store. A new drainage system was installed. The basement was completely remodelled to accommodate the wholesale department. The entire lighting system throughout the store was completely changed.

Future Expansion

That the Hudson's Bay Company has unlimited confidence in the future growth of Saskatoon and its importance as the chief trading centre for central and northern Saskatchewan is indicated by the purchase of 156 feet of Second Avenue property immediately north of the local store and embracing the property upon which Hennessy's garage stands. With the present store building and additional property the company now owns 270 feet of Second Avenue property.

Canadian National Institute for the Blind

Buy the Product of Blind Canadians

Brooms Basketry

Quality and Service Guaranteed

Western District Office
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Headquarters for School Supplies

EVERYTHING IN PAPER

WAREHOUSES AT VANCOUVER AND VICTORIA, B.C.

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TRENELLA Reg'd. Broadcloth Finished

Perhaps you have worn dresses made of this cloth that has stood the test of time. The most satisfactory light-weight woollen material for SPORTS-WEAR that is in use today. All the season's newest colors will be found in this famous cloth. Sold only in the well-known BILLIE BURKE garments.

Styles for all types of figures. The Athletic Miss and the Matron who wears practical clothes with distinction.

See These Garments on Display at the

Agents for GOLFTEX GARMENTS

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Steady Growth Marks City's Progress

Victoria Has Learned Value of Patronizing Home Made Products

City Extends Welcome Annually to Thousands of Tourists—Important Maritime Interests—Downtown Section Has Been Rebuilt During Last Decade With Fine Offices and Stores

Business Statistics of All Kinds Show Marked Improvement in Recent Months

By frequent home products shows, and cultivating a policy of buying at home, Victoria herself has entered into the spirit of the made-in-Canada movement. She has learned that many of the essential articles of daily use can be supplied at home, and that the business so provided for her factories helps to build up the community.

Owing to its favorable climatic conditions, the residential aspect has been developed here greatly in recent years, and it has become the favorite location for residents of the Western prairies on their retirement. The equability of the temperature was directly responsible for the Dominion Government locating its Astrophysical Observatory eight miles north of the city, where scientific work attracts leading astronomers from all parts of the world.

The water power resources of the Island are of great importance, and although only three sources of supply have yet been harnessed, there are a number of waterfalls which promise to encourage development as industry grows.

The geographical positin of Vancouver Island, supplied with coal, including the best bunkering coal on the Pacific Coast, abundance of timber and electric development supplying several industries of magnitude, promise for it an important position in the trade of the world. Victoria is the natural port for the movement of the Island's resources to the world's markets, owing to the fact that it is the first and last port of call to the Australian states and New Zealand, and also to China, Japan and other parts of the Orient.

Modern City

The downtown business section of the city was reconstructed some years ago, and now fine office buildings and stores have replaced the earlier structures. It has recently been connected over the harbor with its western suburbs by a handsome modern steel railway and highway bridge, giving a continuous thoroughfare six miles long from the naval village at Esquimalt to Oak Bay waterfront.

The Canadian Pacific Railway, which has a magnificent hotel here, has recently rebuilt its marine depot, where is administered its operations for the B.C. Coast Service, and has constructed at the rear of the hotel a Crystal Garden containing every variety of amusement centred round a wonderful swimming pool.

The churches, hospitals, theatres and similar associations of a modern city are praised by every visitor. Artistically the city is noted for its musical clubs, art, literary and photographic societies, and every class of welfare organization.

Parliament Buildings

Here are located the Parliament Buildings of British Columbia, including a magnificent library and a splendid collection of the natural history and anthropological remains of the Province. The Province also has a mineral museum here.

The Dominion Government carries on many of its activities for the Pacific seaboard from this neighborhood, with military and naval headquarters at Esquimalt and the administration of its wireless, patrol and lighthouse services for the Coast. Its meteorological service is also based on this city, with an observatory at Gonzales Hill.

City Services

The city is well served with power, electric light, gas and telephone services and a street railway. Two trunk lines of National Railways operate up-Island and a great number of motor stages connect with every community in the neighborhood. Steamship communication with the Mainland is excellent.

The city has a population of about 38,000, while the adjacent municipalities of Saanich, Oak Bay and Esquimalt have about another 20,000 people. In the unorganized districts within twenty miles of Victoria are about another five thousand people, mostly engaged in agricultural and lumbering pursuits.

The city has the best waterworks supply on the Pacific Coast, from mountain lakes west of its boundary, and serves the adjacent districts by sales in bulk to the district authorities.

It is well paved and sewered; in fact, the community has spent more per capita than any city on the Coast in public improvements, $8,000,000 being expended between 1910 and 1913 in this respect.

The Schools

The schools, including a Normal School, arts college, three High schools and numerous graded institutions, are famous. In this connection there has grown up an important private school system with residential colleges similar to the British public schools, where pupils come from all parts of the world, particularly children of the foreign residents in the Orient. These residential schools are a characteristic feature of the community.

Steady Progress

The business of the city shows a marked progress during the last six months, records being achieved in the bank clearings, building permits, customs returns, and in fact in every way in which statistics measure the progress of a community.

The prosperity of the people may be gauged by the fact that there are more automobiles per capita than in any city on the Coast, and probably in Canada. Over 6,600 private vehicles and 1,000 commercial trucks were registered in 1925.

Every class of retail store is to be found in the city, and a considerable wholesale connection also distributes over a wide territory.

The city has an increasing number of industries, largely based on development of the Island's raw resources. A strong movement to encourage the use of home-made products and stimulate employment has been under way for some time. There are still splendid sites for manufacturing to be obtained along Victoria Harbor.

Shipbuilding and Ships

The shipbuilding industry, after four years of practical suspension in keeping with conditions in this industry throughout the world, is now reviving. The port was very active in this line during the war years. Several thousand men were then employed in wooden shipbuilding.

The city has regular steamship lines plying to all parts of the world, and both Government and private owned docks accommodate deep sea tonnage. A breakwater 2,530 feet long protects the ocean docks. About $6,000,000 has been expended on this harbor undertaking during the years since 1913, and it is expected the terminal grain elevators to be built will be erected on sites at the Government docks, leases having already been given by the Government.

The Drydock

The Federal Government will shortly open a magnificent drydock at Esquimalt, equal to the largest in the British Empire, for the purpose of handling the largest vessels on the Pacific Ocean. This dock has been under construction for several years, and will replace the small graving dock built at Esquimalt between 1884 and 1887, which is still in use.

On Vancouver Island, of which Victoria is the largest city, with Nanaimo a good second, there are magnificent stands of timber, and forest products are therefore the chief industry. The majority of the Island's population, which is about 120,000, are engaged in the staple industries of timber, agriculture, fishing and coal mining.

There are several valuable metalliferous deposits of copper, manganese and quicksilver, which have only been partly developed as yet. The timber industry is the largest employer of labor, and stimulated by a policy of promoting manufacture on the Island, several new monster sawmills have come into existence. On the northern part of the Island there has been a great development in connection with the pulp industry, and this will be an increasing factor in aggregate production, when two additional plants are ready for production.

Agriculture is in a high state of development, every class of husbandry being engaged in. Dairy stock and fruit farming are among the favorite features, with poultry taking an increasingly important place. The industries of seed growing and fox farming have been added more recently. Duncan, Courtenay and the two Alberns are the chief centres.

The fish cannery business is growing, and there are also a number of reduction plants being erected on the West Coast for preparing pilchards for fertilizer and other products. Port Alberni promises to be the centre of the Island fishing industry. The whaling business of the North Pacific is based on this port.

Coal mining, while suffering from the competition of fuel oil, is still an important industry, and the mainstay of the cities of Nanaimo, Ladysmith and Cumberland. Building materials, as brick, lime and cement are important industries.

Eighteen miles north of Victoria is the town of Sidney, a busy industrial settlement, and the gateway port for the automobile ferry traffic from the American mainland.

The future of the Island is bright, and with it Victoria looks forward to increasing prosperity, not only from the settlement of some part of the thousands of tourists who throng to Vancouver Island annually, but because of substantial industrial growth, for which the city is well situated from its place on the line of the world's traffic.

THE NEW DRYDOCK AT ESQUIMALT

The above drydock is probably the largest graving basin in the British Empire, and the second largest in the world. It has a capacity of 43,000,000 gallons of water, and can be emptied by the powerful electrical pumps in three and a half hours. The caisson which Yarrows, Ltd., are building for this dock will withhold a water pressure of 4,700 tons, while the drydock itself will be capable of taking the largest liner afloat. The official opening will take place about the last week in July.

Swagger Sports Sweaters

For golf—for tennis—for the hundred and one occasions when you must be comfortably dressed and wish to look well dressed Monarch-Knit Sweaters are just the thing. The latest styles, fashionable designs and particularly charming color harmonies.

You simply must come and see them for yourself.

KNITTED COATS are quite the mode in Paris and London just now. The model shown is a Monarch Riviera Coat, pure wool lightly brushed, with collar, cuffs and band at bottom specially knitted to imitate fur.

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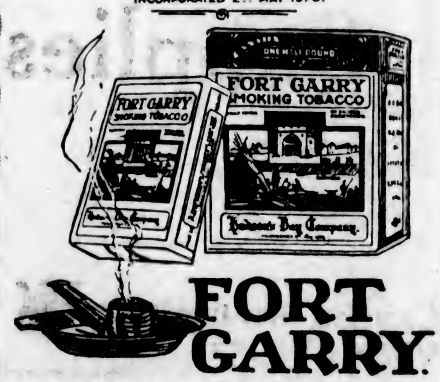

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H.R.H. James, Duke of York (James II)	1683-1685
Duke of Marlborough (then Lord Churchill)	1685-1691
Sir Stephen Evance, Kt.	1691-1696
Rt. Hon. Sir W. Trumbull	1696-1700
Sir Stephen Evance, Kt.	1700-1712
Sir Bibye Lake, Bart.	1712-1743
Benjamin Pitt	1743-1746
Thomas Knapp	1746-1750
Sir Atwell Lake, Bart.	1750-1760
Sir William Baker, Kt.	1760-1770
Bibye Lake	1770-1782
Samuel Wegg	1782-1799
Sir James Winter Lake, Bart.	1799-1807
William Mainwaring	1807-1812
Joseph Berens, Jr.	1812-1822
Sir John H. Pelly, Bart.	1822-1852
Andrew Colville	1852-1856
John Shepherd	1856-1858
Henry Hulse Berens	1858-1863
Rt. Hon. Sir Edmund Herd, Bart.	1863-1868
Rt. Hon. Earl of Kimberley	1868-1869
Rt. Hon. Sir Stafford Northcote (Earl of Iddesleigh)	1869-1874
Rt. Hon. G. J. Goschen, M.P.	1874-1880
Eden Colville	1880-1889
Lord Strathcona	1889-1914
Sir Thomas Skinner, Bart.	1914-1916
Sir Robert M. Kindersley, G.B.E.	1916-1925
Mr. Charles Vincent Sale	1925-

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Slazenger Tennis Rackets

For Experts and Beginners

Where tennis players congregate, Slazenger Racquets predominate.

Eight different models, at prices from $4.50

Made in Canada by Slazengers (Canada) Limited, Toronto, Ontario.

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Fine Exhibit by Hudson's Bay Company at Recent Home Products Fair

DUNEDIN FAIR IS BID FOR TRADE

CANADIAN EXPORT WITH NEW ZEALAND SHOWS STEADY GROWTH

More Than $40,000,000 Worth of Business Can Be Developed, Resident Commissioners Say

Canadian manufacturers may not be fully alive to the favorable chances for promotion of trade in their products in New Zealand. That export field is conditioned greatly to their advantage. It offers appreciable tariff preferences on practically everything they have to export suitable to New Zealand needs, and meets them in trade relations with the sympathy of a sister dominion. But it rather looks as though many Canadian firms have not fully looked into these factors. This appears to be so in the opinion of the Canadian commissioners responsible for the splendid exhibit housed in the Canadian Court at the New Zealand and South Sea exhibition being held at Dunedin, N. Z. These commissioners invite the attention of Canadian manufacturers to the opportunities awaiting them.

Besides the British, the strongest competitors confronting Canadians in the New Zealand trade are the United States manufacturers. But preferences give Canadians a considerable trade advantage over United States exporters. Yet the New Zealand export trade of Canada slightly decreased last year, while that of the United States appreciably increased. Each country is selling practically the same products. Those of Canada are the equal of those made in the States, and are equally acceptable, perhaps more so, to the New Zealanders. Then, aided with the tariff preferences, Canadian products should be increasing in export to New Zealand.

The subject is treated in a circular letter to Canadian manufacturers issued by the Canadian exhibition commissioners now in New Zealand, Mr. D. H. Ross, Canadian exhibition commissioner, and Mr. C. M. Croft, Canadian trade commissioner to New Zealand, with offices at Auckland. This tersely states many of the preferential advantages to Canada, and indicates how Canada's trade last year of around $19,000,000 could be increased by taking from the United States trade in similar products amounting to $42,000,000.

New Zealand may have its limitations as an export field for Canada, but within them can accrue a considerable gain to Canadian trade. Exporters may better realize this from a study of the particulars briefly set forth by the Canadian trade commissioners. These show the comparative rates of duty levied by New Zealand on Canadian and United States goods and also the comparative importations for last year. These show U.S. exports in excess of Canadian of tools and implements, electrical machinery, hardware and metal, Douglas fir and cedar; while Canada led in fish, boots and shoes, hemlock, paper, motor tires. The motor car trade was pretty evenly divided, with a slight advantage to Canada.

ELECTRIC POLISHER BLOW TO DRUDGERY

Polisher Is of Simple Design to Avoid Parts Getting Out of Order

Electrically driven machinery already has taken away much of the labor that ordinarily would fall upon the housekeeper, and now it is about to do away with even more work.

This time it is an electric floor polisher. This machine wax-polishes the floors and linoleum of the whole house in the same time that would be required to polish one room in the kneeling, scrubbing, rubbing way of old.

This electric floor polisher weighs only nine pounds and runs much like a vacuum cleaner. It costs $48.50, but many stores rent them for $2.00 a day and if the renter decides to buy, the rent money then is deducted from the sale price.

S. C. Johnson & Son, Ltd., Brantford, manufacturers of this electric floor polisher, are also the makers of high quality floor waxes. They say than the cost of power for the machine is only about one and one-half cents an hour. The polisher is simple of construction—there is nothing about it to get out of order. It has a cylindrical brush which revolves at 2,100 revolutions a minute. This high speed burnishes the wax into the very pores of the wood.

The manufacturers of this polisher claim that it actually runs itself—all the operator has to do is guide it with the fingertips. It is so simple a child can use it and it makes of floor polishing a real pleasure. They say it gives a higher, evener and more deep-toned polish than can be possibly achieved by hand. It polishes under davenports, buffets, beds, desks and other low pieces of furniture without moving them.

With this new electric labor-saving appliance it is easy to have beautiful waxed floors in every room. The rental plan in which many local stores are co-operating, makes it possible for everyone to use this new beauty-giving household device.

Furniture Made in Canada of Quality and Good Service

Furniture manufacturing is one of Canada's leading industries, and the furniture produced in the Dominion is widely known for its high quality.

In design, materials and fine cabinet workmanship Canadian furniture is unexcelled. It is strongly and honestly built to render years of satisfactory service, and sells at prices to suit every class of buyer. No matter what a customer's requirements may be, they can be met by the purchase of made-in-Canada furniture.

Every sale of Canadian made furniture helps give employment to Canadian workmen, thus enabling them and their families in turn to buy countless other Canadian products. This chain of producers and consumers benefits every business, and is the most powerful force there is for bringing prosperity to every part of the country. Do your share by always buying made-in-Canada furniture.

COMPANY MAKES ITS OWN FURS

DISPLAY AT HOME PRODUCTS FAIR RECENTLY WAS REVELATION

Hudson's Bay Stall at Exhibition Also Contained Examples of Upholstered Furniture

One of the exhibits which attracted quite a lot of attention at the recent Home Products Fair was that arranged by the Hudson's Bay Company showing some of the various processes in the making of Hudson's Seal Coats. It was a revelation to many who visited the fair that Hudson's Seal is actually the fur of the muskrat (or musquash as it is sometimes called).

Two finished garments were exhibited—one fashioned from the musquash fur in its natural color and the other from Hudson's Seal. All fur garments and neckpieces sold at the local store are made in the Company's Victoria fur factory, which is equipped with the most modern facilities for the manufacture of furs of every description. It also specializes on repairing, remodelling, cleaning and re-dyeing of furs.

The exhibit included also a special display of upholstered furniture made in the Company's own workshops. Chairs and chesterfields were shown in the various stages of construction clearly demonstrating that only the best and most reliable materials are used in the manufacture of these articles.

Cornwall Pants Manufacturing Company

Makers of the Best

Tweed, Flannel and Worsted Pants

For Men and Boys

ALSO

Ladies' Golf Knickers and Hiking Togs

SOLD AND RECOMMENDED BY

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670

Western Packing Corporation, Ltd.

CAPITAL, $1,000,000.00

Executive Office, Vancouver

Factories Strategically Located at

Vancouver Pt. Haney Victoria Kamloops Kelowna

Manufacturing their leading brands of well known products from British Columbia's choicest fruits from selected districts.

Jams, Jellies and Marmalades

Beach-Eakins
Hamsterley Farm
National
MacIntosh's
Maple Ridge

Canned Fruits and Vegetables

Hamsterley Farm
National
MacIntosh's
Maple Ridge
Kamloops
O-P
Duncan's Best

We take this 256th Anniversary of The Hudson's Bay Company as an opportunity of thanking our many friends for the loyal support of British Columbia's leading lines, and assure a continuance of the quality that has been so successful in the past.

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Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Domestic Manufacture in Canada Makes Progress

Progress of Domestic Trade Closely Bound With Transportation

Mr. E. W. Beatty, K. C., President of Canadian Pacific Railway, Sees Necessity of Canadians Realizing Economic Interdependence of Every Part of Dominion in National Growth

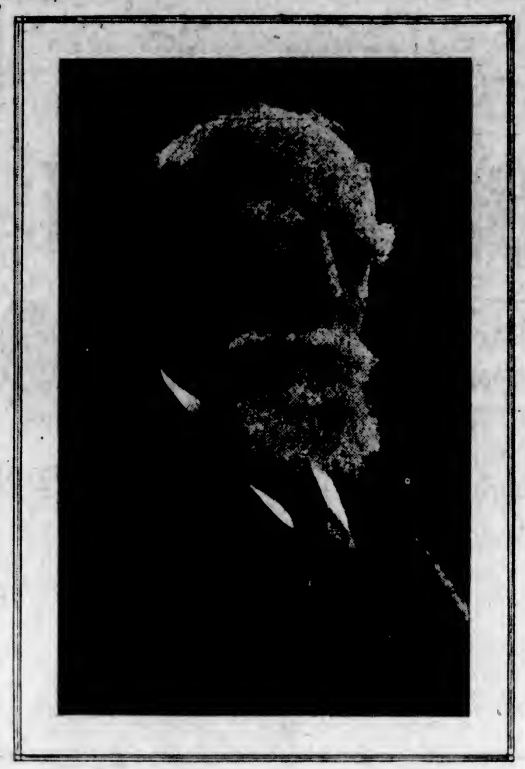
Stresses Importance of Western Agrarian Development by Agriculture

"The position of the railways has been improved in regard to the inadequacy of traffic following upon the comparative sparsity of traffic over wide areas of service. The population of the country has not greatly increased over the past five years, and yet this country has been called upon in that time to extend its services over 875 miles of new line. While these additional services have been unavoidable if we were to maintain the standard of service the country has a right to expect from the Canadian Pacific as a national institution, they have added to the load it has to carry in conjunction with the people of Canada and have rendered all the more imperative the need for an increase in population through immigration. Not the least of the favorable factors in the immediate outlook is the apparently well-founded hope that the coming year will see an important step forward in this regard.

"I am of the opinion also that a successful outcome of the arrangements which the Government has been making to that end will prove the required impetus to set our domestic trade moving with the vigor of pre-war days. It is certain that the filling up of the uninhabited areas that lie between our more thickly populated districts will tend to solve those problems which confront us. It is often pointed out that we have some millions of acres of good unoccupied agricultural land within easy reach of existing railroads. When these begin to produce and the proven wealth of the similarly situated mining, lumbering and pulpwood areas begin to yield their riches we shall hear less of problems and more of this country's position among the most desirable in the world for the development of a happy and prosperous people.

"The somewhat continued lessened prosperity to which we have been subjected for a little time has brought about much serious thinking on these matters that have come to be called national problems. While in one or two cases they have been given more prominence than was rightly their due or than they could have had under more generally prosperous conditions, this undoubtedly was a good thing, in that it has brought them into the light where common sense and the instinctive patriotism of the Canadian people will deal with them as they should be dealt with. None of them are so serious or so dangerous as they are difficult.

"Their serious discussion has reflected an awakening of a broadly national spirit, and one sees therein a more resolute determination of our people in various parts of the country to go out of their way a little to help those of other parts. There is appearing a better realization of the economic interdependence of each part of Canada with all others—that the East is the West's best market, that the building up of the Maritimes and British Columbia with their ocean ports is essential to the fullest growth of both the agrarian and industrial provinces of the interior. Some of this has got into our politics, but is is particularly a matter for congratulation that our leading business men are devoting thought to it as they never did before. It is one of the hopeful signs of the times, and, fortunately for the general outlook towards the future, it is one of several."—Mr. E. W. Beatty, in a review of Canadian trade, published in The Montreal Gazette.



Lord Strathcona, Governor of Hudson's Bay Company, 1889-1914

Remarkable Library at Fort Simpson Is Saved

The books of the old library of Fort Simpson have been shipped to the Hudson's Bay Company's head office at Winnipeg to be catalogued for future reference, making one more relic of the past saved from the discard. The late Agnes Deans Cameron, in her book, "The New North," gives a delightful description of her visit to the old fort.

She says on this subject:

"In a rambling building, forming the back of a hollow square, we came across the mouldy remains of a once splendid museum of natural resources, the life work of one Captain Bell, of the old Company. It gives us a sorry feeling to look at these specimens, now dropping their glass eyes and exposing their cotton-batting vitals to the careless onlooker, while the skeleton ribs of that canoe with which Dr. Richardson made history so long ago add their share to the general desolation. In a journal of the vintage of 1842 we read an appeal for natural history exhibits sent to Fort Simpson by an official of the British Museum. He writes:

"'I may observe that, in addition to the specimens asked for, any mice, bats, shrew-mice, moles, lizards, snakes or other small quadrupeds or repitles would be acceptable. They may either be skinned or placed in rum or strong spirits of any kind, a cut being first made in the side of the body to admit the spirits to the intestines.'

"Of all the rare humor disclosed in the old records, this entry most tickles my fancy.

Books Had Long Trips

"When we try to get a picture of one of these Hudson's Bay men gravely opening a shrew-mouse, mole, or 'other small quadruped,' while his chum pours in the aqua vitae or precious conversation water, we declare that science asks too much.

"An outer stairway leading to the second storey of a big building invites us. Opening the door, we find ourselves in the midst of an old library, and moth and rust, too, here corrupt. We close the door softly behind us and try to realize what it meant to bring a library from England to Fort Simpson a generation ago. First, there arose the desire in the mind of some man for something beyond dried meat and bales of fur. He had to persuade the authorities in England to send out the books. Leather covered books cost something six or seven decades ago, and the London shareholders liked better to get money than to spend it. We see the precious volumes finally coming across the Atlantic in wooden sailing ships to Hudson Bay, follow them on the long portages, watch them shoot rapids and make journeys by Winter dog-sled, to reach Simpson at last on the backs of men. Was never a circulating library like this one. And now the old books, broken-backed and disembowelled, lie under foot, and none so poor to do them reverence.

"It is but a few years since the founder of this library died, and his son now sits in his saddle at Fort Simpson. If you were to wander across the court, as I did today, and look into the sales shop, you would see the presentation sword of this last-generation Carnegie ignobly slicing bacon for an Indian customer. Sic transit gloria mundi!

"What are the books which this sub-Arctic library sent out? We get down on the floor and gently touch the historic old things. Here is a first edition of 'The Spectator,' and next is a 'Life of Garrick,' with copies of Virgil and all Voltaire and Corneille in the original. A set of Shakespeare with exquisite line drawings by Howard shows signs of hard reading, and so does the apology for the 'Life of Mr. Colly Cibber.'

"One wonders how a man embedded in Fort Simpson, as a fly in amber, would ever think of sending to the Grand Pays for Burton's 'Anatomy of Melancholy,' yet we find it here cheek by jowl, with 'The Philosophy of Living, or the Way to Enjoy Life and Its Comforts.' 'The Annual Register of History, Politics and Literature' of the year 1764 looks plummy, but we have to forego it. The lengthy titles of the books of this vintage, as, for instance, 'Death-Bed Triumphs of Eminent Christians, Exemplifying the Power of Religion in a Dying Hour,' bring to mind the small boy's definition of porridge—'fillin, but not satisfying.'

"But the book that most tempts our cupidity is Memoirs of Miss A—n, Who Was Educated for a Nun, With Many Interesting Particulars.' We want that book. We lift the volume up and put it down again, and we hunger to steal it. Jekyll struggles with Hyde. At last the 'Shorter Catechism' and the 'Westminster Confession of Faith' triumph; we put it down and softly close the door behind us. And ever since we have regretted our Presbyterian training."

Wax Your Floors Electrically

—*Without Stooping, Kneeling or Soiling Your Hands*

Just spread on a thin, even coat of Johnson's Wax with a Lamb's-wool Mop. This cleans the floor and, at the same time, deposits a protecting film of wax which the Electric Polisher will quickly bring to a beautiful, artistic, easy-to-care-for polish.

JOHNSON'S WAX *Electric floor Polisher*

This wonderful new invention takes all the work out of keeping floors beautiful and makes this household task a pleasure. Ten times faster than hand methods, it enables you to polish all your floors and linoleum in the time it formerly took to do a single room.

Johnson's Wax Electric Floor Polisher gives a much higher, evener and more beautiful polish than can be obtained by hand. It actually *burnishes* the wax.

It reaches under davenports, buffets, beds, etc., without moving the furniture. Polishes the hard-to-get-at places as easily as the middle of the floor.

Johnson's Wax Electric Floor Polisher is simple in construction—there is nothing to get out of order. Weighs but 9 lbs. Requires not the slightest exertion—it runs itself—you simply guide it. Runs from any light socket. Sturdily built to last a lifetime and guaranteed.

Rent It by the Day

Rent this Johnson's Wax Electric Floor Polisher from your dealer. The charge is nominal and you can rent it by the day, half day or week. It will take but a few hours to polish all your floors and linoleum—by electricity. Telephone your dealer today and make an appointment for it.

S. C. JOHNSON & SON, Ltd., BRANTFORD
"The Floor Finishing Authorities"
VANCOUVER • WINNIPEG • TORONTO • MONTREAL
Factory: BRANTFORD

SOLD AND RECOMMENDED BY

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

LOOK for the Ostermoor label and for the Ostermoor edge tape before you buy.

$25 *everywhere in Canada*

The Ostermoor label is Canada's guide to inner value and comfort

How can you tell that you are getting your money's worth in a mattress? How make sure that its hidden bulk will not soon sag into a sodden ruin?

Canada knows. For thirty years one trade-marked mattress has led all others in sales, value, and comfort. Built by *one* reputable maker, it is sold at *one* price everywhere.

Last year more *Ostermoors* were bought than ever before—bought to insure the sound sleep that builds health and restores energy—bought for the true economy that results from lasting comfort.

Find the *Ostermoor* label on the mattress you buy. With the Slumber King spring, $12, it assures life-long sleep luxury.

Ostermoor

Built for Sleep by

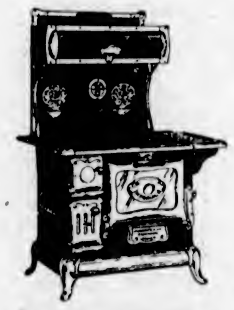
SIMMONS

SOLD AND RECOMMENDED BY

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Beach Foundry, Ltd.

Ottawa, Canada



Manufacturers of the Famous

Imperial Ranges

Hundreds of Victoria housewives can testify as to the all-'round superior qualities embodied in the Imperial Range. It is a splendid heater, is economical in fuel, and bakes to perfection. Moreover, it is one the most handsome ranges on the market, and it will make you feel proud of your kitchen. With 16-inch oven, as illustrated **$59.00**

With Waterfront, $5.00 Extra.

Other Imperial Coal Ranges at ..... **$64.00** and **$74.00**

Imperial Gas Ranges

MADE BY THE BEACH FOUNDRY

Imperial Gas Ranges are exceptionally well made, striking in appearance, and highly satisfactory in operation. Shown in several different models, all splendid value at their prices. Illustration No. 2 shows the three-burner model selling at **$27.50**

Another three-burner model sells at the low price of **$22.50**
Two burners, at ..... **$14.70** and **$16.50**
Four Burners, with grills, **$44.90, $49.00** and **$52.50**
Imperial Gas Ranges with high oven and cabinet, as per illustration No. 3 ..... **$49.50** and **$69.50**

EASY TERMS IF DESIRED

SOLD AND RECOMMENDED BY

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Anniversary Bargains in Rugs and Linoleums

The reductions at which we are offering quality rugs should induce intending rug buyers to purchase now. We have a wonderful assortment to choose from in colorings and designs suitable for any room in the home. Easy terms if you wish.

Seamless Tapestry Rugs
Closely woven, hard wearing rugs in new and attractive patterns. Suitable for living-room or dining-room.
Size 6.9 by 9. Sale Price, **$16.75**
Size 7.6 by 9. Sale Price, **$17.95**
Size 9 by 10.6. Sale Price, each **$19.75**

Worsted Wilton Rugs Reduced
Size 6.9 by 9. Regular $42.50. Sale Price **$35.00**
Size 6.9 by 10.6. Regular $52.50. Sale Price **$45.00**
Size 9 by 10.6. Regular $67.50. Sale Price **$57.50**
Size 9 by 12. Regular $77.50. Sale Price **$65.00**

Washable Rag Rugs
Shown in new and attractive colors, and finished with fringed ends.
Size 24 by 48 inches. Sale, **65¢**
Size 27 by 54 inches. Sale, **89¢**
Size 36 by 63. Sale Price, each **$1.35**

Inlaid Linoleum
Genuine Inlaid Linoleum with patterns through to the canvas back. Suitable for any room in the house. Unequalled for hard wear; 6 ft. wide. Sale Price per square yard **$1.29**

Barrymore Axminster Rugs Made in Canada
Heavy Grade Axminsters, soft rich pile rugs in a wide selection of patterns. Buy now at these sale prices.
Size 6.9 by 9. Sale Price, **$26.50**
Size 9 by 9. Sale Price, **$37.50**
Size 9 by 10.6. Sale Price, each **$42.50**
Size 9 by 12. Sale Price, **$45.00**

Gold Seal Congoleum Rugs
Every rug guaranteed to give entire satisfaction in wear. Suitable for every room in the home.
Size 6 by 9. Sale Price, **$7.90**
Size 7.6 by 9. Sale Price, **$9.75**
Size 9 by 9. Sale Price, **$11.75**
Size 9 by 10.6. Sale **$13.50**
Size 9 by 12. Sale Price, **$15.75**
Size 9 by 13.6. Sale **$17.50**

Canadian Floor Oilcloth
Heavy Painted Back Floor Oilcloth in a wide selection of patterns. Excellent wearing quality; 6 ft. wide. Sale Price, per square yard ..... **59¢**

Heavy Printed Linoleum
Superior Quality Cork Base Linoleum of Canadian manufacture. A number of attractive designs to select from; 6 ft. wide. Sale Price, per sq. yard ..... **85¢**
—3rd Floor, H.B.C.

New Drapery Fabrics At Sale Prices

Cross-Bar Marquisette
36 Inches wide, fine quality; in ivory or white. Sale Price, per yard ..... **19¢**

Cretonne and Silkolines
Good quality fabrics in various patterns, also plain colored silkolines; 36 inches wide. Values to 45c. Sale Price, per yard ..... **25¢**

Plain and Tape Edge Marquisette and Hematitched Voile
Fine quality fabrics, plain or tape edge Marquisette, and bordered and hematitched voiles, in ivory, white and ecru. Values to 59c. Sale Price, per yard ..... **29¢**

White Curtain Muslin and Frill Border Scrims
A special sale offering that calls for early shopping. Very attractive for inexpensive curtains. Regular 29c and 35c. Sale Price, per yard ..... **19¢**

Reversible Terry Cloth
Chenille-Like Reversible Terry Cloth in beautiful designs and colorings. Regular $1.35. Sale Price, per yard ..... **98¢**

Cream Drapery Silk
36-Inch Drapery Silk in broken weave effect. Most attractive for side curtains. Cream only. Regular $1.35. Sale Price, per yard ..... **98¢**

Damasks, Silks and Reps
Better grade fabrics in silk, rep, taffeta and poplin; 50 inches wide. Early selection is advised as the quantity in some of these lines is limited. Values to $4.95. Sale Price, per yard **$1.98**

Brass Curtain Rods, 20c Each
Extra Wide Brass Curtain Rods, complete with brackets. Extends to 78 inches. Sale Price ..... **20¢**
—3rd Floor, H.B.C.

Bed Couches at Sale Prices

Sanitary Couches
With all-steel frame, link fabric spring and cretonne covered double pads. Makes double bed when open. Sale Price **$13.75**

Drop Side Couches
High-class, drop side couches of steel construction, with special noiseless cable spring web and heavy cretonne cable covered double pad. Makes double bed when open. Sale Price **$17.95**
—4th Floor, H.B.C.

Two of Many Bargains in Women's Hose

Rayon Silk Hose
With lisle hemmed tops and reinforced heels and toes; choice of grey, shell, harvest, sunburn, amber, sunset, sandalwood, black and white. Sizes 8½ to 10. Sale Price, per pair, **39¢**

Rayon Silk Hose
Reinforced at heels and toes; shown in ribbed effect, in amber, harvest, shell, black and white. Sizes 8½ to 10. Sale Price, per pair ..... **89¢**

Women's Rayon Silk Scarves

Values to $3.95 for $1.59

Good Quality Rayon Silk Scarves with fringed ends, shown in self colors of rose, pearl, henna, orchid, peach, champagne, reseda, saxe, jade, tan, pekin, sand; also black and white and in two-tone colorings. Values to $3.95. Sale Price **$1.59**
—Main Floor, H.B.C.

Hudson's B
INCORPORAT

Another Host of Seasonable Ba

A Million Dollar Stock of New Merchandise

Buy Dining-Room Furniture Now at Sale Prices

Note the low prices at which you can buy our dependable quality Furniture. A small sum down (only 10 per cent of the sale price) places any suite in your home. Balance in easy monthly amounts.

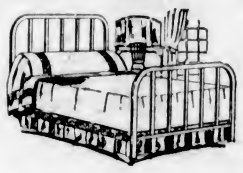
Oak Dining-Room Suite
Solid Oak Suite in golden finish, consists of buffet with mirror back, round pedestal table, and set of six chairs with genuine leather slip seats. Sale Price, complete, **$100.00**
$10.00 Cash, Balance in Nine Monthly Payments

Nine-Piece Walnut-Finished Dining-Room Suite
In neat designs, consists of long buffet, oblong extension table, set of six chairs and large china cabinet. Regular $217.00. Sale Price, complete, is **$185.00**
$18.50 Cash, Balance in Nine Monthly Payments

Dark Oak Dining-Room Suites
Featuring long low buffet, oblong six-leg extension table and set of six chairs in genuine leather. Sale Price, complete, **$145.00**
$14.50 Cash, Balance in Nine Monthly Payments

Walnut-Finished Dining-Room Suites
In Queen Anne design, consists of low back buffet, oblong extension table and set of six chairs with leather seats; very attractive and well made. Sale Price, complete, is **$155.00**
$15.50 Cash, Balance in Nine Monthly Payments
—4th Floor, H.B.C.

Beds, Springs and Mattresses At Opportune Savings



Cane Panel Beds
Made of heavy two-inch steel tubing with heavy fillers, with wide cane inset panel, in walnut or ivory finish. Sale Price is **$13.95**

Double Woven Springs
On strong wood frames, with cable edge and steel band supports. Sale Price is **$4.50**

White Cotton Mattresses
Covered with strong quality twill ticking, stitched roll edge, and felted in layers of pure white cotton. Sale Price, **$11.95**

Simmons Bed, Complete
Featuring a bow top walnut-finished bed in attractive design, Simmons Banner coil spring and famous Ostermoor mattress. Sale Price, complete **$49.00**
$4.90 Cash, Balance in Nine Monthly Payments

Ivory Enamelled Steel Beds
In continuous post design, with five straight fillers. Sale Price **$8.50**

Heavy Continuous Post Beds
In continuous post design, with one-inch fillers, in walnut or ivory finish. Sale Price **$9.90**

Steel Frame Cable Springs
With elastic cable wire web, attached to frame by oil-tempered helical springs; most comfortable and durable. Sale Price **$9.50**

All-Felt Mattresses
Built in layers that will not lump, covered with attractive ticking. Sale Price **$7.50**

Simmons Bed, Complete
Consists of walnut-finished bed in square steel tubing, with flat fillers and wide cane inset panel, complete with Simmons special cable spring and all pure white cotton felt mattress. Sale Price, complete **$42.50**
$4.25 Cash, Balance in Nine Monthly Payments
—4th Floor, H.B.C.

ANNIVERS

Two hundred and fifty-six years ago today, on May 2nd, 1670, King Charle Company. Prompted by the highest ideals of service and with unswerving serve the people of Canada for 256 years. In celebrating our anniversary w to purchase their Spring and Summer requirements at very substantial hundreds of fresh bargains in new and dependable merchandise. Specia

Hundreds of New Spring Frocks At Extraordinarily Low Prices

Here are the very newest Paris-inspired Spring Frocks at truly remarkable prices. We can vouch for the high quality and authenticity of styles—you can judge the values.

Misses' Tweed Frocks, $2.98
Fashioned from good quality mixture tweeds in fawn, brown and green shades. Straight line styles with pleats at sides, small two-way collars and long sleeves, trimmed with colored braid and buttons. Finished with red or black patent leather belts. Sizes 16 to 20. Sale Price **$2.98**

Misses' Flannel Sports Frocks, $5.95
Fashioned in the latest styles with Peter Pan or reversible collars, long sleeves and two patch pockets; skirts have side or front pleats. Some are shown in plain colors, others have collars and trimmings of plaid cloth, silk braid or contrasting flannel. Choose from sand, orange, alcazar, delph and others. Sizes 16 to 20. Sale Price **$5.95**

Afternoon and Sports Frocks Values to $25.00 for $12.95
Smart models in flat and crystal crepe and silk jersey cloth. Suitable styles for women and misses. They feature long bodice, circular skirts as well as two-piece effects, with necks and full length sleeves; various colors. Sizes 16 to 38. Sale Price **$12.95**

200 Silk Frocks. Values to $29.50 for $15.95
All the newest styles in flat, Canton and satin crepe. Skirts show flares, godets, pleats and flying panels. Sleeves are mostly wrist length, some with peasant cuffs. Necks are shown in a variety of new effects. Colors include almond, copper, saxe, Brittany blue, poppy, reseda, sandalwood and others. Sizes 16 to 40. Sale Price **$15.95**
—2nd Floor, H.B.C.

100 Tweed and Velour Coats To Sell at $12.95 Each

A very special purchase enables us to make this remarkable offer. Tailored from good quality tweeds and velour in plain checks and fancy mixture effects. Semi-tailored and mannish models with loose swing backs or slight flare. Plain tailored sleeves and new collars; well lined. Sizes 16 to 40. Sale Price **$12.95**

Wonderful Values in Spring Suits

Strictly Tailored Sports Suits, $17.95

Boyish Tailored Sports Suits with double-breasted or linked button coats, some with pleated back and belt at waist, others are unbelted and have slightly fitting backs. They are made with plain tailored collars and sleeves; knee-length skirts. Shown in fawn, grey, blue and sand mixtures. Sizes 16 to 42. Sale Price **$17.95**

New Tailored Suits for Stout Figures $47.50

Fashioned from all-wool French tricotine in navy and black; superbly tailored in straight lines. The details of the well-cut coats are designed to give slenderizing effects. Simply adorned with bands of self material and lined with Canton crepe. Sizes 44 to 50. Sale Price **$47.50**
—2nd Floor, H.B.C.

Smart House Dresses Special, $1.29

Made from splendid quality gingham or chambray. Ginghams in attractive checks and stripes; chambrays in self colors. Slip-over styles, with round neck, short sleeves and patch pocket, finished with neat piping in contrasting colors. Shown in blue, orange, tan, green, mauve and blue. Medium and large sizes. Sale Price **$1.29**

300 Rubber Aprons at 39c Each

The indispensable garment for kitchen or nursery wear, made from good quality rubber, in shades of blue, green, mauve, orange, grey and red. Sale Price **39c**
—2nd Floor, H.B.C.

Women's Cardigans and Pull-Overs

Values to $6.50 for $3.98

100% Pure Wool or Silk and Wool Mixture Pull-Overs, with turtle or V-shape necks. Cardigans in plain or novelty weaves, also new Coat Sweaters with high necks and long sleeves. Shown in a wide variety of shades, also pretty combination colorings. Values to $6.50. Sale Price **$3.98**
—2nd Floor, H.B.C.

Women's Cardigans

Values to $12.50 for $5.98

100% Pure Wool Cardigans, back and sleeves in self colors, front in novelty designs in smart colorings. Shown in pearl, oak and heather mixtures. Also Rayon Silk Cardigans of heavy quality, two patch pockets and four pearl button fastening. Back and sleeves in self colors, fronts in smart stripes and a large variety of colors. Values to $12.50. Sale Price **$5.98**
—2nd Floor, H.B.C.

Corsets and Brassieres

Reduced for This Sale

D & A Corsets
Made of firm pink coutil, with low top, medium length skirt, lightly boned. Also the popular low elastic top model, suitable for hip confiner. Sizes 22 to 30. Sale Price ..... **98¢**

Gossard Front-Lacing Corsets
Also Nemo back-lacing corsets, suitable for full, average and slender types. Nemo lacing girdles made of lovely broche, with panels of surgical webbing. Not all sizes in any one style; 22 to 32. Sale Price **$3.98**

High-Grade Corsets
Gossard, Nemo and a la Grace makes in lovely broche, batiste and coutil. Suitable for full, medium and average types, with low, medium and high bust lines. Varying skirt lengths. Sizes 20 to 36. Values to $8.75. Sale Price, **$5.49**

Bandeau Brassieres
Made of novelty rep, back fastening, elastic adjustment at waist, tape straps. Sizes 32 to 42. Sale Price ..... **49¢**

Bandeau Brassieres
Suitable for average types. Made of silk striped batiste, with elastic adjustments in back. Sizes 32 to 40. Sale Price, **69¢**

Brassieres
In white and flesh. The pink model is suitable for the average figure requiring long garment to meet the low topped corset, front or back fastening, while the other cares for that type of figure requiring diaphragm control; back-fastening only. Sizes 32 to 44. Sale Price ..... **89¢**
—2nd Floor, H.B.C.

Women's Underwear

At Quick Selling Prices

500 Vests at 19c Each
Durable Quality Knit Cotton Vests, opera top style, built-up shoulders and short sleeves. Sizes 36 to 40. Values to 29c. Sale Price ..... **19¢**

Bloomers
Good Quality Knit Cotton Bloomers, full cut garments, in peach, orchid, blue and pink; also white. Value 50c. Sale Price ..... **39¢**

Combinations
Harvey make, in good grade cotton, step-in or regulation styles, opera top, built-up shoulders or short sleeves; wide or tight knee. Sizes 36 to 42. Sale Price ..... **89¢**

English Vena Cloth Underskirts
With neat pleated flounce; shown in cerise, rose, green, blue, navy and black. Values to $1.95. Sale Price **$1.19**

Taffetine Slips
Durable quality Slips, with hemstitched tops and shoulder straps. Choose from orchid, peach, pink and blue; also black. Sale Price **$1.29**
—2nd Floor, H.B.C.

Choice of This 99 Per Cent Pure Aluminumware for . . 99c

This big special offering embraces a choice of ten different articles, handsome in appearance and very durable. The assortment includes:

5½-quart potato pots, 8-quart preserving kettles, 2-quart percolators, 14-quart dishpans, 10-inch frying-pans, 4-quart convex saucepans, 3½-quart tea kettles, 2-quart double boilers, 1, 1½ and 2-quart saucepan sets, 1, 2 and 3 pudding pan sets and 10½-pound round roaster. Sale Price, your choice **99c**
—Lower Main Floor, H.B.C.

9c Specials

Egg cups, salts and peppers, children's cups, baby mugs, measuring cups, picnic mugs, jelly molds, cookie cutters, cake turners, clothes sprinklers, bath sprays, ladles, lemon squeezers, milk skimmers, etc. Sale Price, each **9c**

y Company.
2ND MAY 1670.

Two Specials in Gloves

Chamoisette Gloves
Shown in an assortment of designs and colors, finished with novelty cuffs. Regular $1.00. Sale Price, per pair 79c

Chamois Gloves
Gauntlet style, with strap and one dome fastener; pique sewn seams. Natural color only. Sizes 6½, 6¾ and 7. Sale Price, per pair $1.98
—Main Floor, H.B.C.

Bargains for Art Needleworkers

Stamped Bedspreads
Stamped with bolster on good quality unbleached sheeting, in two easy designs; 12 only to clear. Sale Price $2.29

Lace Bureau Scarves
For darning stitch. Sale Price ..... 39¢

Tan Crash Doilies
In simple and effective designs; 12-inch. Sale Price ..... 18¢

Skeins and Balls of Wool
In odd colors, to clear at ..... 10¢
—Mezzanine Floor, H.B.C.

gains for the Fourth Day of Our
ARY SALE

ne Second of England granted the Charter of Incorporation to Hudson's Bay yalty to the British Empire the Hudson's Bay Company has continued to re offering the residents of Victoria and Vancouver Island the opportunity vings. Tomorrow, the fourth day of this great store-wide sale, will reveal argains will be offered for the morning hours. Don't miss them.

Dependable Sheetings and Pillow Cottons at Worth-While Savings

Medium Weight Unbleached Sheetings
72 inch. Sale Price, per yard ..... 44¢
81 inch. Sale Price, per yard ..... 49¢

Heavy Unbleached Sheeting
72 inch. Sale Price, per yard ..... 53¢
81 inch. Sale Price, per yard ..... 63¢
90 inch. Sale Price, per yard ..... 69¢

Extra Heavy Unbleached Sheetings
72 inch. Sale Price, per yard ..... 63¢
81 inch. Sale Price, per yard ..... 69¢
90 inch. Sale Price, per yard ..... 79¢

Our Leader Bleached Sheetings
Famed for their splendid wearing qualities.
63 inch. Sale Price, per yard ..... 63¢
72 inch. Sale Price, per yard ..... 69¢
80 inch. Sale Price, per yard ..... 79¢
90 inch. Sale Price, per yard ..... 89¢

Queen's Household Sheetings
Of fine linen finish and close texture.
63 inch. Sale Price, per yard ..... 89¢
81 inch. Sale Price, per yard $1.10
72 inch. Sale Price, per yard ..... 98¢
90 inch. Sale Price, per yard $1.34

Medium Weight Circular Pillow Cottons
Snow-white cottons, in two widths.
42 inch. Sale Price, per yard ..... 43¢
44 inch. Sale Price, per yard ..... 49¢

Extra Heavy Circular Pillow Cottons
40 inch. Sale Price, per yard ..... 44¢
42 inch. Sale Price, per yard ..... 49¢
44 inch. Sale Price, per yard ..... 53¢
46 inch. Sale Price, per yard ..... 59¢

Queen's Household Circular Pillow Cottons
With a fine linen finish. 40, 42 and 44 inch. Sale Price, per yard ..... 59¢
—Main Floor, H.B.C.

1,000 Yards of Fine Dress Silks
Values to $5.00 for $2.98 a Yard

Included in the collection are 38-inch Silk Crepes, 38-inch Canton Crepe, 38-inch Crepe Satin, 38-inch Broche Crepe de Chine, 40-inch Moires and Novelty Weaves in a splendid representation of colors. Values to $5.00. Sale Price, per yard $2.98
—Main Floor, H.B.C.

Printed Rayons, $1.39 a Yard

1¾ to 2 yards makes the dress. Choice of beige, grey, rose, almond, tan and saxe with printed effects in contrasting colors; 48 inches wide. Sale Price, per yard $1.39

Printed Silk Crepes, 98c a Yard

Shown in all the wanted colorings and printed in many charming designs and rich color combinations for dresses, blouses, scarves, etc.; 36 inches wide. Regular $1.50. Sale Price, per yard 98c

Novelty Art Silk Stripes and Check Crepes

Shown in silk check and contrasting colored stripe effects, in grounds of coral, jade, Nile, sandalwood, delph, tarragon, orchid, harvest, salmon, maize and white; 36 and 40 inches wide. Regular $1.25. Sale Price, per yard ..... 59¢

Silk Crepe Ottoman

A rich corded silk for dresses, and at this low price means saving for you. Choose from rose, brown, navy, phantom, saxe, almond, cinnamon, melon and black; 38 inches wide. Sale Price, per yard $2.49

2,000 Yards of Spun Silk at 87c a Yard

High-grade quality, in all the wanted colorings, and suitable weight for dresses, slips, lingerie, blouses, etc.; 29 inches wide. Sale Price, per yard ..... 87¢

Printed Cotton Voiles
Values to $1.00 for 59c a Yard

Shown in colorings and designs to suit all tastes. Many handsome effects in this collection. 40 inches wide. Values to $1.00 Sale Price, per yard ..... 59¢
—Main Floor, H.B.C.

1,000 Pairs of Women's
New Spring Shoes
Values to $8.00 for $4.45

Purchased direct from a leading Canadian manufacturer at a special low price, we are able to offer these splendid Shoes to our customers at tremendous savings.

Twenty distinct styles, including d'Orsay pumps, cut-out gore effects, one, two and three-strap designs as well as trim Oxfords. Shown in black satin, black kid, patent leather and brown kid and tan calf, covered and leather heels, Sizes 3 to 7. Sale Price, per pair

$4.45
—Main Floor, H.B.C.

MORNING SPECIALS

On Sale Monday Morning Only From 9 to 1 o'Clock

800 Yards of English Bleached Sheeting at 49c and 59c a Yard
An exceptional offering that calls for early shopping. Fully bleached English Sheeting of strong texture.
72-inch, per yard ..... 49¢
80-inch, per yard ..... 59¢
No Phone or Mail Orders, Please
—Main Floor, H.B.C.

100 Girls' Coat Sweaters 98c Each
Good serviceable sweaters, in plain or ribbed effects. Small roll collar, long sleeves and two patch pockets. Shown in rose, peacock, nigger and fawn. Sizes 8 to 14 years. Values to $1.95. Morning Special, 9 to 1 ..... 98c
No Phone Orders, Please
—2nd Floor, H.B.C.

Boys' Khaki Bib Overalls 69c
Made from strong quality khaki twill cotton in bib style; 300 pairs only, in sizes to fit boys or girls 4 to 14 years. No more than three pairs to one customer. Morning Special, 9 to 1, per pair 69c
No Phone Orders, Please
—Main Floor, H.B.C.

Men's Pure Linen Handkerchiefs, 5 for $1.00
Full Size Handkerchiefs, made from pure linen yarns and finished with quarter-inch hemstitched borders; 600 only to sell Monday, and not more than ten to one customer. Morning Special at ..... 5 for $1.00
No Phone or Mail Orders, Please
—Main Floor, H.B.C.

35 Wire Grass Rugs at $1.95 Each
One-Piece Rugs, neatly stencilled in blue, brown or green. Size 6 by 9; 35 only at this low price. Morning Special, 9 to 1 ..... $1.95
No Phone or Mail Orders, Please
—3rd Floor, H.B.C.

100 Green or Cream Window Shades at 69c Each
Green or cream opaque cloth window shades, complete with fixtures. Size 27 inches by 6 ft. Morning Special, 9 to 1 ..... 69c
No Phone or Mail Orders, Please
—3rd Floor, H.B.C.

200 Wear-Ever Double-Lip Saucepans at 25c Each
Genuine Wear-Ever Double Lip Saucepans, pint size. Morning Special, 9 to 1 ..... 25c
No Phone or Mail Orders, Please
—Lower Main Floor, H.B.C.

HUDSON'S BAY COMPANY — SUPERIOR OPTICAL SERVICE

Sixty Years Ago

Until 1866 astigmatism, now recognized as one of the most common of eye defects, was so new to the profession that the discovery of new cases was especially reported.

Less than sixty years ago oculists sent to Europe to have astigmatic spectacles made. It took weeks to get them. Now anyone who needs spectacles can have them made overnight and at a price that none will feel is a hardship.

Hudson's Bay Company's Modern Eyeglass Service is notable for accuracy and promptness, and embodies all that is now known in eyeglass making.

20% Reduction on All Glasses Ordered During This Sale
—Optical Dept., Mezzanine Floor, H.B.C.

A Million Dollar Stock of New Merchandise

H.B.C. Quality Furs
At Anniversary Prices

For weeks past our expert furriers have been busy making fur coats and fur neckpieces in preparation for this sale. Hudson's Bay Company's Furs need no introduction to our customers. They are universally known for their excellence of quality and sterling worth. Select your fur coat now, pay a small deposit, and we will store it free of charge until you require delivery.

Seal Coney Coats
Attractive styles, straight line and flares with collar and cuffs of contrasting fur. Sale Price $89.50

Fur Coats for Small Figurea
In grey kid, grey coney, beaver coney, etc. Sale Price $99.00

French Seal Coats
With collar and cuffs of sable coon. Sale Price Price $149.50

Muskrat Coats
Made from fine quality deeply furred Canadian muskrat. Sale Price at, each $175.00

Canadian Mink Chokers
One skin. Regular $22.50. Sale Price $18.50
Two skin. Regular $37.50. Sale Price $32.50

Hudson Seal Coats
With collar and cuffs of self or select skunk (Alaska sable). Sale Price at, each $345.00
Standard style, with self trimming. Sale Price at, each $299.00

Russian Ermine Ties
Reg. $22.50. Sale Price, each $20.00

Stone Marten Chokers
Reg. $40.00. Sale Price, each $35.00

Generous reductions on fine silver fox, Russian sable, Hudson's Bay sable, fisher, copper sable and others of the more costly furs.
—2nd Floor, H.B.C.

Women's Garters, 29c Pair

Silk Ribbon Garters with fancy rosette trimming; shown in various colors. Regular 45c. Sale Price, per pair ..... 29¢

Children's Garters, 15c Pair
Shown in fancy colored effects in all the wanted shades. Sale Price, per pair ..... 15¢

Tennis Racquets at Special Prices

These specials represent odd lines. Only two or three of each.
Special Mayflower Racquets, reg. $6.50 ..... $5.00
Special Bluebird Racquets, reg. $8.00 ..... $6.95
Special Challenge Racquets, reg. $9.75 ..... $7.95
Special Mount Royal Racquets, regular $9.75, for $7.95
—Lower Main Floor, H.B.C.

Men's "Astoria" Shoes
Values to $10.00, for $6.95 Pair

High-Grade Oxfords, made by Canada's leading shoe manufacturer. Shown in black gunmetal calf, black velour calf, London tan and light tan calf; Blucher and Balmoral styles, with single and double Goodyear welted soles. All sizes. Sale Price, per pair

$6.95
—Main Floor, H.B.C.

New Spring Millinery
Greatly Reduced
100 Trimmed Hats, Values to $12.50
Special on Monday, $6.95

Many styles to choose from in this offering. Small and large brim Hats for dress and street wear. Shown in sand with orange, black, black with color, powder blue, rose, green, gold and brown shades. No two alike. Regular values, $9.75 to $12.50. Sale Price $6.95

Canadian-Made Felts, $2.98
Many styles to choose from, including small brims, rolled close at back and off-the-face styles. Shown in rose, silver grey, palmetto green, red, orange, coral and sand. Values to $4.95. Sale Price

$2.98

Trimmed and Banded Ready-to-Wear Hats, $3.95
A specially selected group of ready-to-wear hats offered Monday at this price. Shown in novelty straw, straw and silk, many trimmed in more elaborate way with hand-made flowers and ribbon rosettes; others with tailored band. Values to $5.50. Sale Price

$3.95
—2nd Floor, H.B.C.

Drug Department Specials for Monday Selling

Hot Water Bottles, No. 2 size; 2-year guarantee. Special, $1.19
Rubber Tubing, 5-ft. lengths, at, each ..... 23¢
Boracic Ointment, 25c value for ..... 17¢
Parrish's Chemical Food, 50c value ..... 34¢
Kotex, special pkg. ..... 75¢
Hair Brushes. An all round good brush of pure bristle set in solid back. Each ..... 79¢
Shaving Lotion (with that cooling nip to it), 50c value ..... 43¢
Stay Drest Hair Fixative, 50c value ..... 37¢
Cold or Vanishing Cream at, each ..... 33¢
Shaving Brushes. Will last at least five years. Each $1.49
Hutax Tooth Paste, 25c value, 2 for ..... 39¢
Waterglass, 25c value ..... 17¢
Malt Extract, best quality, 2½-lb. tins, each ..... 64¢
—Drug Dept., Main Floor, H.B.C.

Exceptional Values in Dinnerware

52-Piece Dinner Sets
English Semi-Porcelain Sets, plain white; new octagon shape. Sale Price, per 52-piece set $5.95

52-Piece Dinner Sets
English semi-porcelain, Persian design; set complete for six persons. Sale Price $9.95

52-Piece Dinner Sets
In light blue willow. Another special buy in this ever popular pattern. Set complete for six persons. Sale Price $9.95

Important Sale of Tea

During this Anniversary Sale we offer our famous "Special Breakfast Tea" at a very attractive price. This is a Tea of outstanding merit, and at price quoted is much below replacement value. We would therefore suggest that future requirements be anticipated for some little time.

Hudson's Bay Company's Special Breakfast Tea. Anniversary Special, per lb. ..... 51¢
3 lbs. for $1.50
5-lb. package for $2.48
10 lbs. for $4.90

H.B.C. Purity Groceries
At Anniversary Sale Prices

Hudson's Bay Company Imperial Blend Freshly Ground Pure Coffee. One day selling, Anniversary Special, per lb. ..... 52¢
Oat Date Sandwich Biscuits, freshly made and very appetizing. Anniversary Special, per lb. ..... 35¢
3 lbs. for $1.00
Finest Quality B.C. Granulated Sugar. Anniversary Special, 20-lb. paper sack $1.27
Perfect Laundry Soap. Anniversary Sale, 25 cakes for $1.00
Extra Fancy Okanagan Yellow Newton Apples, per box $3.50
Beaver Brand Toilet Rolls. Specially made for Hudson's Bay Company. Anniversary Sale, 13 rolls for ..... 50¢
Finest Quality New Zealand Creamery Butter. Anniversary Special, per lb. ..... 46¢
3 lbs. for $1.35
Quaker Brand Canned Ripe Tomatoes, No. 2½ tins. Anniversary Special ..... 14¢
Special, 3 tins for ..... 40¢
Freshly Pulled Sutton's Strawberry Rhubarb, 5 lbs. for 25¢
—Lower Main Floor, H.B.C.

"Seal of Quality" Flour

Introducing Hudson's Bay Seal of Quality Bread Flour. Sold on a strictly money back guarantee. Satisfaction guaranteed or money refunded.

Compare the Quality—Compare the Price
98-lb. sacks ..... $4.75 49-lb. sacks $2.40
—Lower Main Floor, H.B.C.

Men's New Tweed and Serge Suits
Some With Two Pairs of Trousers
Anniversary Special at $17.95

Only 50 Suits in this special offering, so you'll have to hurry, men, to avoid disappointment. They are all tailored in the latest styles, from serviceable tweeds in dark grey and brown colorings and heavy worsted navy blue serge. Choice of two and three-button models. Business men, especially, will do well to take advantage of this great offer. Sizes 35 to 42. Some with extra pair of trousers $17.95
—Main Floor, H.B.C.

Fur Trade Magnet of Western Settlement

Fur Trade of Company Is Oldest Phase of Threefold Enterprises

Hudson's Bay Company's Activities on Pacific Seaboard Have Been Guided by Long Succession of Able Men From Sir George Simpson Onwards to Present Day—Sketch of Personnel

When the North West Company was absorbed by the Hudson's Bay Company in 1821, Dr. John McLaughlin was appointed by the Hudson's Bay Company as manager of the Western department, with headquarters on the Columbia River.

In 1837 the Western department was composed of the following posts:

Coast Forts

Fort Vancouver, on the north bank of the Columbia River, seventy miles from the ocean, Lat. 45½ deg., Long. 122.30 deg.

Fort George, formerly Astoria, on the south side of the Columbia, below Fort Vancouver, near the mouth of the river.

Nisqually, on Puget's Sound, Lat. 47 deg.

Fort Langley, on Fraser River, Lat. 49.25 deg.

Fort McLaughlin, in Millbank Sound, Lat. 52 deg.

Fort Simpson, Lat. 54½ deg.

New Caledonia Forts

Fort Fraser's Lake.
Fort St. James.
Fort McLeod's Lake.
Fort George.
Fort Alexandria.
Fort Chilcotin.
Fort Babine.
Fort Connelly.
Fort Bulkley House.

Thompson's River and South

Fort Thompson, on Thompson's River, Lat. 50.10 deg.

Fort Nez Perces, on the Columbia River.

Fort Okanagan, on the Columbia River.

Fort Colville, on the Columbia River.

Fort Flat Head, between north and south branches of Columbia, near the Rocky Mountains.

Fort Kootenay, between north and south branches of Columbia, near the Rocky Mountains.

Fort Hall, on south branch of Columbia.

Fort Walla Walla, Boise, in Snake Country.

Fort Umpqua, on Umpqua River, Lat. 43.35 deg., Long. 124 deg.

Expeditions—Fifty Men Each

One to the south, hunting between the Columbia and San Francisco, on the coast.

One to the head waters of rivers emptying into San Francisco Bay.

Steamers and Sailing Crafts

Steamer Beaver.

Five sailing vessels of from 100 to 300 tons burden, all armed.

Those posts situated in New Caledonia (British Columbia) had their activities directed by a chief factor with headquarters at Fort St. James, but who took his instructions from Dr. McLaughlin.

Owing to Oregon and Washington troubles, all posts south of the Columbia and on the Columbia were gradually closed out and the British Columbia operations increased by the opening of Rampart House, Fort Yukon, Fort Selkirk, Fort Halket, Fort Francis, Pelly Banks, Fort Victoria, Fort Rupert, Fort Nanaimo, Fort Grahame, Quesnel, Barkerville, Fort Hope, Fort Yale, Fort Dease Lake, Fort McDame's Creek, Fort Liard, Fort Telegraph Creek, Fort Laketon, Fort Glenora, besides which, a lease of southeastern Alaska was negotiated, giving the Hudson's Bay Company complete control from the present southern boundary of British Columbia to Mount St. Elias in Alaska, a distance of approximately 1,600 miles on the Pacific Coast.

The coast trade of Alaska was handled by the establishment of posts at Wrangell and Taku, and by the operations of the steamers Beaver, Otter and Labouchiere, and was quite successful.

In 1867 Alaska was sold to the United States of America, necessitating the Hudson's Bay Company's discontinuing trade in that territory and the closing of Fort Rampart House, Fort Yukon, Fort Selkirk, Fort Taku and Fort Wrangell.

Dr. McLaughlin had retired and Sir James Douglas had succeeded him. British Columbia had been split into districts at different times, as, for instance: Cariboo, New Caledonia, Fort Simpson and Thompson River.

As the Province opened, new routes became available for transporting supplies, and it was found that the whole province could be administered from Victoria under the Winnipeg head office; therefore, in 1894 all posts were combined in one district and named British Columbia District, with the head office in Victoria, which arrangement was continued until 1920 when the head office was removed to Vancouver and is now at 321 Water Street in that city.

Begg's history tells of the various changes in personnel from 1859 to 1891. The story has been revised by Mr. C. H. French, manager of the fur trade department, and continued to the present time.

For a number of years after the retirement of Sir James Douglas from the service of the Hudson's Bay Company in 1859, the business in the Western department was conducted by a board of management, consisting of two or three chief officers of the Company residing in the country. Mr. Dallas, one of the Company's directors, who had come out from London in 1857, and who for many years previously had been engaged extensively in America, in China and the East, was president of the first of those boards of management. Its other members were Hon. John Work and Chief Factor Dugald MacTavish. It was Mr. Dallas who influenced the Company to sell their coal mines and lands at Nanaimo. After the death of Mr. Work in 1861, Mr. Dallas left Victoria, having been appointed governor of the Company's territories in Rupert's Land, east of the Rocky Mountains. He visited London, and assumed the Company's governorship in 1862, at Fort Garry, where he remained until 1865. He returned to London and filled the position of advisory director of the Company for several years. When residing in Victoria he married a daughter of Sir James Douglas. Mr. Dallas died in London January, 1882. He was a native of Inverness, Scotland.

The next succeeding board of management consisted of Chief Factor Dugald MacTavish, Dr. Wm. Fraser Tolmie and Roderick Finlayson.

About the year 1870 Chief Factor James A. Grahame was associated with Messrs. Tolmie and Finlayson in the Western department, and in 1872 became principal manager.

Mr. Grahame received his commission as chief factor in 1861. After a visit to his native country and Europe, he returned to the Northern district, and until 1867 was in charge at Norway House, where the recruits for the Company's service were gathered to replace retiring men. After attending the annual meeting of the Northern Council at Fort Garry, Mr. Grahame had instructions to proceed to London, where he remained a short time, and returned to Victoria via New York and San Francisco. He next proceeded to the interior as far as Quesnel, then to Fort St. James on Stuart's Lake to superintend the stations in the gold-mining districts.

In Nineteen Days

A dispatch from the head office April, 1869, summoned Mr. Grahame again to London. He went by San Francisco and the newly-opened Central Pacific Railway, making the journey from Victoria to London in nineteen and a half days, being the quickest passage on record up to that date. Mr. Grahame returned to Victoria in May, 1870, to assume charge of that station and the Western department generally. He was, in 1874, appointed chief commissioner of the Company, and removed to headquarters at Winnipeg, then better known as Fort Garry.

Following Mr. Grahame, the charge of the Western department, in regard to its trade, devolved on Mr. Wm. Charles, and in regard to the Company's lands on Mr. Alexander Munro, the department accountant. In 1885, Chief Factor Charles retired, and Mr. Thomas H. Smith was sent out from London to take his place, with the title of assistant commissioner, which he retained until 1891. Mr. Munro retired in 1890, being then the last or only chief factor stationed in British Columbia, and also senior chief factor in the Company's service.

In 1892, Robert H. Hall was appointed principal manager of the Western department by Commissioner C. C. Chipman. All forts were grouped together in one district and called British Columbia District. Mr. Hall retained that management until 1900, when he was appointed afterwards as fur trade commissioner and stationed at Winnipeg. In 1913 he retired and took up his residence in Prince Albert, Sask., where he died in 1925.

Mr. Thomson Comes

In 1900 Mr. James Thomson was appointed British Columbia district manager, succeeding Mr. R. H. Hall. Mr. Thomson entered the Company's service at Portage la Prairie and was later transferred to Calgary, Alta., in charge of that post. From there, in 1889, he was transferred to Vancouver in charge of that store. In 1894 he was transferred to Victoria in charge of the depot, and in 1900 became district manager, which position he occupied until 1911, when he was appointed land commissioner at Winnipeg, and, in 1916, he became fur trade commissioner also. In 1920 he was appointed to the Hudson's Bay Company Canadian Advisory Board, which position he still occupies.

Mr. A. Bassett succeeded Mr. Thomson as British Columbia district manager, retaining the position for three years, when he was transferred to the commissioner's office in Winnipeg. He retired from that position and from the Company's service in 1920.

In the year 1914 Mr. C. H. French was appointed British Columbia district manager and, in 1920, removed the district headquarters of Vancouver, where he still occupies his office.

Modern Department Stores

As population increased the city stores became of such a size and the nature of their trade so entirely different from the fur trade that it was found necessary to separate these large stores from the fur trade. That move was made in 1910 when Mr. H. E. Burbidge was appointed stores commissioner with jurisdiction over all the Company's department stores from Winnipeg to Victoria.

Each of these stores had a general manager, all working under the commissioner. In 1921, on the retirement of the commissioner, the work was carried on for some time by two assistant commissioners, after which the old fur trade method of control was adopted, but instead of operating under "districts" the territories were divided into three "zones," the British Columbia stores being placed under the general managership of Mr. H. T. Lockyer, the Alberta stores under Mr. P. J. Parker, and the Manitoba and Saskatchewan stores under Mr. W. H. Cook. In 1925, on the retirement of Mr. H. T. Lockyer, who for over thirty-two years had been in charge of the Company's Vancouver store, the territories were again divided, this time into two "zones," Mr. Parker being given the management of the British Columbia and South Alberta stores and Mr. Cook the Manitoba, Saskatchewan and North Alberta stores.

Historical Wharf Street, Hudson's Bay Company's Old Headquarters

ASK FOR

Royal City Brand

Canned Fruits

and

Vegetables

Grown in British Columbia and Packed by

Broder Canning Company

Limited

NEW WESTMINSTER, B.C.

Sold Under an Absolute Guarantee of Purity and Quality

Golden Wax Beans
Green Asparagus Beans
Canned Peas
Canned Red Ripe Tomatoes
Canned Strawberries
Canned Apricots
Canned Fancy Quality
Bartlett Pears
Canned Red Raspberries

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

NON RUSTABLE D&A

CORSETS & BRASSIERES

The lines which fashion calls for are just what the new D & A models help to secure.

Anatomically correct, they support without compression or distortion and give the latest outline.

D & A Corsets and Brassières are truly economical because they combine style, fit and wear with lowest possible prices.

All Corset Departments in Canada which offer best values sell D & A Corsets and Brassieres.

DOMINION CORSET CO., QUEBEC, Montreal, Toronto, Makers of La Diva and Goddess Corsets, etc.

2-26

NON RUSTABLE D&A

CORSETS & CORSETTES

The new models of D & A Corsets and Corsettes will improve your figure.

Combining style, fit and wear with lowest possible price, they are truly economical.

Corset Departments which offer best values all sell D & A Corsets & Brassieres

DOMINION CORSET CO., QUEBEC, Montreal, Toronto. Makers also of La Diva and Goddess Corsets.

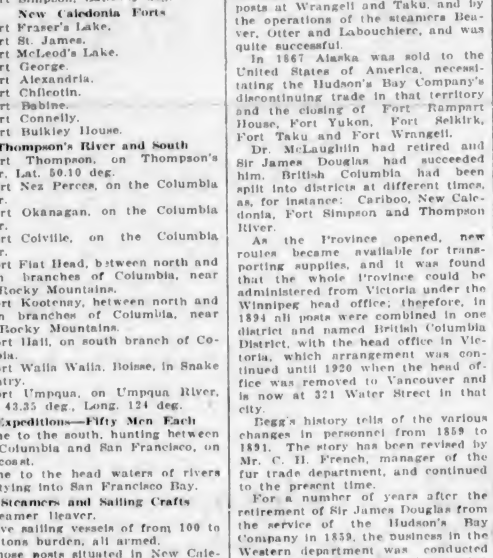
D & A CORSETTES with elastic gussets and very slight boning are popular with women who want a combination corset and brassiere.

4-26

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.



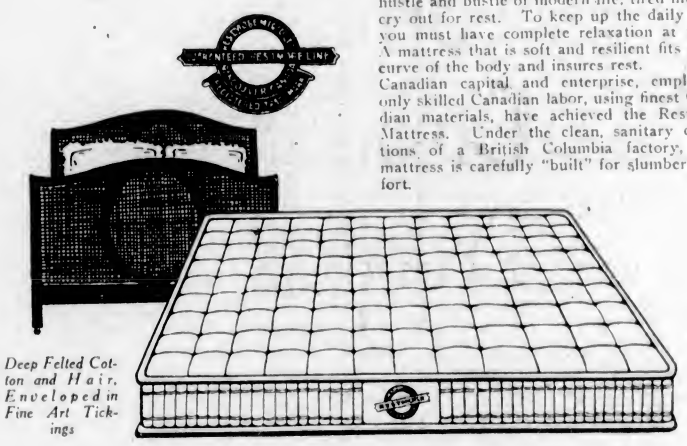
Good for the "REST" of your life!

-mattresses

A Canadian Achievement—Built for Sleep!

Rest—relax—know the rejuvenating effects of real, dreamless sleep! In the nerve-trying hustle and bustle of modern life, tired muscles cry out for rest. To keep up the daily pace, you must have complete relaxation at night. A mattress that is soft and resilient fits every curve of the body and insures rest.

Canadian capital and enterprise, employing only skilled Canadian labor, using finest Canadian materials, have achieved the Restmore Mattress. Under the clean, sanitary conditions of a British Columbia factory, each mattress is carefully "built" for slumber comfort.



Deep Felted Cotton and Hair, Enveloped in Fine Art Tickings

THE RESTMORE LINE

FURNITURE · BEDS · SPRINGS · MATTRESSES

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

"The Old Reliables"

Favorites in Western Canada for Nearly Half a Century. 100% Canadian.

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

Eighty-Three Years of Progress Here

Department Store Here Marvel of Efficiency

Company Expands Business During Long Connection With Victoria Founded as Its Pacific Headquaretrs—Modern Store Possesses Every Convenience for Shopping With Ease

While the year 1926 marks the 256th anniversary of the granting of the charter by King Charles II of England to "The Honorable Company of Gentlemen Adventurers Trading Into Hudson's Bay," it also marks the eighty-third anniversary of the establishment of the Company's headquarters on Vancouver Island.

It was in the Spring of 1843 that a party under Chief Factor, afterwards Sir, James Douglas, landed at the southern end of Vancouver Island and commenced the construction of Fort Victoria. Sir George Simpson had already been on the Pacific Coast consolidating and developing the activities of the Company.

The Pacific Coast was at that time reached more easily by sea from England than by land from Winnipeg, and the selection of the most suitable place for the Company's principal station was a matter of much importance.

Choice Well Made

The judgment of Sir James Douglas in choosing Victoria has been abundantly justified by the subsequent development of the city, which is now the capital of British Columbia.

It was in the famous steamer Beaver that Chief Factor Douglas, with fifteen men, crossed from Nisqually and landed near an Indian village, the natives of which were at first much alarmed by the arrival of the vessel. Douglas explained to them the purpose for which they came, assured them of their friendly intentions and employed them to obtain the cedar posts needed for the palisades. Three months saw the main features of the fort completed.

Vancouver Island was granted to the Company by the Imperial Government in January, 1849. As development took place and more settlers had arrived, it was thought advisable that the country should be governed by the people rather than by a private company. Consequently in the year 1859, the Island was voluntarily reconveyed to the Crown, the cost of roads, schools and other developments being repaid to the Company.

The building of the fort was soon followed by the erection of a store, which was used for both wholesale and retail trade during the various rushes to the goldfields, beginning with Cariboo in 1856 to 1865, followed by others from 1869 to 1872, and then by Klondike from 1897 to 1900.

In 1910 the relatively limited business of outfitting for the goldfields was developed into the establishment of a department store, the present handsome structure being erected in 1914. In consequence of the European War this building was not opened for business until the Fall of 1921.

Exterior of Department Store Here

The day of the opening marked an important point in Victoria's commercial development and the realization of a project which for many years had been the hope and pride of the city.

It is extremely interesting, especially to Victoria's old-timers, to compare the old with the new conditions under which the Company is now carrying on business in the capital of the Province, to compare the old fort buildings, which stood on what is now Fort and Bastion Streets, with the huge two million dollar structure situated on the east side of Douglas Street, now the city's leading thoroughfare.

Everything that can possibly contribute to the comfort and convenience of patrons is provided in this up-to-date store, the whole structure being built on the thought of consideration for the pleasure, satisfaction and service to the public.

One of the store services is a magnificent restaurant, where breakfasts, luncheons and afternoon teas are served at popular prices.

Among other service features are the rest rooms, writing rooms, telephone booths, store hospital, post office, lending library, information bureau and hairdressing and manicuring parlors.

Two New Departments

Within the last twelve months two new departments have been added—the fresh meat department, modern in every respect, equipped with the most up-to-date refrigerating system and operated on thoroughly hygienic lines, and more recently the optical department, which is in charge of Mr. Robert Strain, formerly president of Strains' Limited, operating stores at Winnipeg, Vancouver and Victoria. Special test rooms are equipped with the latest sight-testing apparatus to insure accurate work.

The store is constructed on the most modern lines, it being fireproof throughout, having besides an installation of a fire escape and fire door system, a series of water sprinklers which automatically belch forth streams of water at high pressure when they come in contact with excessive heat. Thus it will be seen that it is practically impossible for a serious fire to take place in the building, and the safety of the public has been carefully considered and provided for.

The ventilation of the store is of the best, a complete ventilating plant having been installed, which provides pure fresh air all through the building, the air being purified by an up-to-date process every three minutes as it passes through the building.

Three passenger elevators and two freight elevators are provided to serve all floors. Parcels for delivery are handled by means of a special spiral conveyor which transports packages from any floor direct to the shipping room, where they are placed in bins ready for delivery to customers through the medium of a large fleet of delivery automobiles.

Modern Fur Storage

The store is equipped with one of the most up-to-date fur storage vaults in Western Canada.

The vault is so constructed that fresh air is continually circulating and the temperature is kept at a point below freezing. The cold air prevents the natural oils from drying out of the leather of the pelts, and also preserves the natural lustre of the furs.

Before the furs are stored they are thoroughly cleansed from dust and any possibility of harboring moth eggs.

Another advantage for furs placed in cold storage through the long Summer months is in the total absence of the unpleasant odor of moth balls when they are returned to their owners at the commencement of the Winter. During the time furs are in storage they are insured against loss by fire, moths and burglary.

Merchandise From the World's Best Markets

The progressive policy of consolidated buying for eleven Canadian stores enables Hudson's Bay Company to offer its customers the most dependable merchandise at the lowest possible prices. Periodical trips to the Eastern markets and to the European buying centres are made by the Company's buyers, who purchase direct from manufacturers in such huge quantities that special discounts are made possible. The full advantages of such discounts are passed on to the store's customers in the shape of better values and lower prices.

Fair Trade Should Always Be Slogan

The dislocation of the world's commerce during and since the Great War is adjusting itself by steady steps towards normal conditions, and by regarding resulting changes as accepted facts. A new spirit of confidence is noticeable in all channels of trade and it is to be hoped that one of the results will be a closer co-operation between wholesaler and retailer.

A comprehension of the wholesaler's difficulties by the retailer and a sincere effort on the part of the manufacturer and wholesaler to bring their methods into line with retailer's requirements, would be of advantage to both and to the public.

For Goodness Sake

Insist on

Rochon's Chocolates

Made by

E. ROCHON, of Saanichton, B.C.

SOLD AND RECOMMENDED BY

Hudson's Bay Company

INCORPORATED 2ND MAY 1670

A. B. C. HOSIERY

A.B.C. IS A HOSE GUARANTEE

Allen Bros. Co., Ltd.

TORONTO

SOLD AND RECOMMENDED BY

Hudson's Bay Company

INCORPORATED 2ND MAY 1670

Let Swift's Little Cook Be Your Guide to Better Shopping

From Coast to Coast

Swift Canadian Products

Are Preferred Because of Their Consistent Quality and Absolute Purity

Swift's Premium Hams
Swift's Premium Bacon
Swift's Premium Cooked Hams
Swift's Silverleaf Brand Pure Lard
Swift's Jewel Brand Shortening
Swift's Brookfield Butter
Swift's Brookfield Eggs
Swift's Brookfield Sausages
Swift's Brookfield Cheese
Swift's Royal Rock Milk-Fed Roasting Chickens
Swift's Golden West Fowl
Swift's Classic Cleanser
Swift's Classic Laundry Soap

Manufactured by

Swift Canadian Co.

With Branches All Over Canada

SOLD AND RECOMMENDED BY

Hudson's Bay Company

INCORPORATED 2ND MAY 1670

Twofold cleansing action—combining the good effects of the washboard, with an ingenious method of forcing the water and suds through the meshes of the cloth.

A solid aluminum wringer—with no wooden parts to peel and split. Controlled by a single, free-swinging lever.

All moving parts enclosed—No belts or chains to break, and no springs to weaken. No oiling needed, because all moving parts *run* in oil.

Sturdily built—yet so ingeniously designed that many fewer parts are required, making possible the really remarkable price, on this really remarkable machine.

A telephone call will bring a Sunnysuds right to your home, for a free demonstration, without cost or obligation. If you wish to keep it, savings of only a few cents a day will make it yours. Telephone us. Or call at the store at any time.

Made in Canada by

Onward Manufacturing Co., Ltd.

KITCHENER, ONTARIO

SunnYsuds Electric Washer

SOLD AND RECOMMENDED BY

Hudson's Bay Company

INCORPORATED 2ND MAY 1670

Home Manufacturing Stimulates Growth

Business of Dominion Expands More Rapidly Than Ratio in Republic

Increase in Canadian Population During War Decade Exceeded Percentage of Growth in United States—Sir Henry Thornton, President of Canadian National Railways, Declares Optimism

Foreign Trade of Dominion Keeps Well Ahead of Neighbor's Growth

In no country in the world today are there greater opportunities for the development of existing business or the exploitation of potential resources than in Canada. With one or two exceptions, which can be eliminated because of other conditions, Canada is the only country to which the world can look for marked growth and improvement, the only country where there is room for expansion and where virgin opportunities await the ambitious and progressive. Nothing, in my opinion, can prevent Canada grasping these opportunities except the people themselves, and failure is out of the question as long as Canada retains what she has today—the will to accomplish, the faith of her people and a clean national consciousness," says Sir Henry Thornton in an annual message recently in The Montreal Gazette.

In our development of Canada we should avoid being extravagant or prodigal, but at the same time we should not let conservatism get the better of our business activities. There is a danger of confusing conservatism and economic action. The apostles of conservatism transcend their sphere of usefulness at times and become only apostles of gloom. Canada has her apostles of gloom, and before reviewing the past year it might be well to look back and see what progress Canada has made in the last two decades, as compared with the United States—a natural comparison, because of the close business relations of the two countries, the similarity of business methods, geographical location and an identical monetary system.

From 1901 to 1911, Canada's increase in population was 34.1 per cent. This was equal to the best decade in the history of the United States. During the period 1911 to 1921, when Canada's progress was retarded by the war, the increase in population was 21.95 per cent, as against 14.9 per cent in the United States. In 1870, with the great petroleum fields, gold, copper, iron mines and coal fields just where they were most needed, the 38,000,000 people of the United States were producing approximately the same values in minerals that the 9,000,000 people of Canada are producing today. In 1880, 50,000,000 people in the United States were manufacturing the equivalent of what the 9,000,000 of Canada are turning out today. Canada's foreign trade, sometimes the subject of severe criticism, has been developed to a larger extent than the people of the United States had developed theirs in 1899, although the population of the States was then 76,000,000. On a per capita basis, Canada's exports from August, 1924, to August, 1925, as compared with the United States for the same period, show: Canada, $125; United States, $37. Touching the individual most seriously is the unemployment question, and figures show that the average of unemployment in the United States is 1,800,000 persons. Never in the records of Canada can we find proportionate figures.

View of Main Floor of Hudson's Bay Company's Victoria Store, Looking North

Life Business Shows Growth of Fifteen Per Cent

The amount of ordinary life insurance purchased in Canada in February is twenty-one per cent ahead of the corresponding month last year, according to a report just published by the Life Insurance Sales Research Bureau of Hartford, Conn. During the month $34,744,000 of new business was paid for and delivered by companies having in force eighty-four per cent of the total business in Canada. This is an increase of $6,000,000 over the sales of February of last year.

There is a wide variation in the records of the different Provinces, practically every Province in the Dominion sharing in the general gain for the month. Improvement in business conditions over last February is most noticeable in the records of Saskatchewan, with an increase of thirty-nine per cent, and in Quebec and Ontario, the two most important Provinces, with gains of thirty-five and twenty-three per cent, respectively.

The records of the Canadian cities vary rather widely. The best increases in the cities are in Montreal, with a gain of thirty-six per cent, and in Toronto, with a thirty-two per cent increase.

The amount of insurance purchased during the first two months of this year is $9,000,000 more than the amount purchased during the corresponding period of 1925. This is a fifteen per cent gain over last year. Most of the Provinces share in the gain for the two months, the increase ranging from eight per cent in Prince Edward Island to thirty-two per cent in Saskatchewan.

The gain in the twelve months ended February 28, 1926, is eleven per cent.

PRACTICAL WORTH OF SERVICE SHOWN

EDUCATIONAL VALUE OF MULTIPLE STORE IS STRESSED STRONGLY

Public Becomes Trained in Best Class of Store to Buy the Best—Vendor and Customer Stimulated

Probably Mr. Wanamaker began it when he installed an organ in his great emporium, says a correspondent in The Manchester Guardian Commercial. It matters little who was the father of what we will call for want of a better description "social service" in the multiple store. The idea has taken firm root, until today there are but few of the larger stores which do not devote some portion of their floor space and the services of some of their assistants, together with those of highly paid experts from outside, to minister to the needs other than material, of the vast numbers that pass through their premises.

The comfortable luncheon at virtually cost price, the rest-room, the writing-room, the postoffice and the children's playground are of course services designed to attract customers and prolong their stay; so much is abundantly clear. The uses of the art exhibition, the lecture, often unassociated with any of the wares on sale, the demonstration of, say paperbag cookery by a store which looks for profits on the sale of pots and pans, the chamber concerts on premises without a piano department, and so forth are not so self-evidently helpful to sales.

The idea that these activities are born of double-distilled altruism may be dismissed out of hand. They sprang into being because the big store proprietor discovered that it was just as necessary to educate his public as it was to educate his salesmen, and that the extension of his business went hand-in-hand with the development of public taste.

Just as the knowledgeable customer finds it slow and bothersome to buy from an ill informed salesman, so an expert salesman finds it irksome to sell to an uninformed customer. When both parties to the transaction know their business sales are made with much more ease and satisfaction, and when reliance can be placed in the taste, knowledge and discrimination of the buying public the work of the stores' buying departments is much less hazardous.

Is the public being exploited in a subtle way? Has it any right to complain? One thinks not; surely the more it knows the better it is able to safeguard its own interests. Every exposition of a manufacturing process gives it a further insight into the qualities and values of textiles, pottery, or whatever it may be. Every lecture on applied art makes it less susceptible to meretricious design. These illustrations can be multiplied in many directions. After all, does not a city endeavor to make enlightened citizens in much the same way?

It will be realized that this educational work is double edged. The better informed the public the better equipped must be the store, and it is a great deal to the credit of the modern retailer that he prefers to offer his goods to a critical public, and a tribute to his vision that he is prepared to spend money in making his public more sensitive to qualities and values.

The public has no grievance in the matter. These educational services are free, and if it cares to pay tribute it does so voluntarily and has something to show for it in better equipped and more aesthetic surroundings, which after all is the material difference between civilization and savagery.—K. H. H.

Columbia Paper Company

Wholesale Paper Dealers and Stationers

School Supplies

Manufacturers of
"Columbia Quality"
Exercise Books,
Scribblers, Etc.

Columbia Paper Company Products
Sold and Recommended by
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670

WHY do you call your *new* model—

?

This question has been asked us so frequently since the advent and announcement of this marvelously efficient electric cleaner, that we want, briefly, to summarize the chief reasons:

1
For the first time, it makes possible "Positive Agitation" of floor coverings.

2
By actual test, in the ordinary cleaning time, it beats out and sweeps up from carpetings an average of 101% more dirt.

3
It is an even greater rug-saver; the oftener a carpet is cleaned with a Hoover the longer that carpet will wear.

4
It is virtually service-proof, every part, including the new motor, requiring no oiling.

5
It increases the efficiency of its remarkable dusting tools because of its 50% stronger suction.

6
Its exclusive dust- and germ-proof bag is now washable.

7
Its form and finish are of startling beauty; and every new feature insures greater operating ease.

The Greater Hoover Is Manufactured in
HAMILTON
ONTARIO

Sold Exclusively in This District by
Hudson's Bay Company
INCORPORATED 2ND MAY 1670

Hudson's Bay Company
INCORPORATED 2ND MAY 1670
Always Carry
A Good Assortment of
CHOCOLATES
by
Moirs
Have You Tried the New Acadia Package?
Contains 41 Varieties of Proven Popularity

CANADA'S BEST BISCUIT

Crisp, Crunchy and Delicious

Made in the West by
The North West Biscuit Co. Ltd.
EDMONTON CALGARY SASKATOON REGINA
MOOSE JAW WINNIPEG VANCOUVER VICTORIA
163

ALWAYS GET THE STRIPED PACKAGE

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Universal Knitting Company, Ltd.
VANCOUVER, B.C.

Canada's Finest Sweaters and Bathing Suits

Made in British Columbia

And Featured By the Leading Merchants From Victoria to Halifax

100% PURE WOOL

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Manufacture Keeps Pace With Use of Primary Resources

Many Features Point to Steady Development of Canada, Based on Preceding Twelve Months

"Turning to conditions in Canada, we can see in different quarters encouraging indications of improvement," said Sir Herbert Holt, president, at the annual meeting of the Royal Bank. "The usual statistics which reflect the volume of business, indicate a tendency to expansion. The cumulative totals of bank debits and car loadings are slightly above the corresponding figures of last year. Foreign trade continues to increase, and for the first eleven months ended November, 1925, reached a value of $1,320,048,928, being an increase of $227,701,280 over the corresponding period of last year. Considering that the general level of commodity prices has been comparatively stable, the higher value of foreign trade is particularly significant of improved conditions.

"Commercial failures, both in number and extent of liabilities, are lower than for some years. Building operations have been more active. The total value of contracts awarded in the first eleven months was $285,297,700, as compared with $247,393,300 last year.

"Mineral production records are extremely gratifying. Gold, lead, zinc, nickel, copper and many other minerals show increases in production. The value of the output of minerals in Canada for the year 1925 reached a total of $228,440,000 in comparison with $209,583,406 for last year, and the previous record of $227,859,865 attained in 1920.

"Newsprint production was about 11.4 per cent higher than in 1924, and the combined output of the Canadian mills for the eleven months of last year was 1,382,121 tons, which was only 7,684 tons less than the total production of the United States mills in the same period. If our forests are properly conserved, this industry will become a steadily increasing asset to Canada.

"I cannot pass over the development of our national power industry without comment. In November, the central stations of Canada produced 25,526,000 kilowatt hours; this is equivalent to nearly twice the per capita power production in the United States. Inaccessibility of coal and other factors are making Canada one of the great electrical power using countries of the world.

"The full realization of what home utilization of this power means in the development of home manufacturing is producing a consensus of opinion conclusively opposed to power export.

"A distinct change for the better has come over the basic industry of agriculture, and this is the most important element in the general situation. A splendid crop has been harvested in practically all parts of the country. The final estimates of the wheat crop are better than the preliminary figures and place the total yield at 422,327,000 bushels, an increase of 180,230,000 bushels over last year, which represents the second largest crop in our history. With prices at the present level it is estimated that the total value of Canadian field crops this year was about $500,000,000 more than in 1924."

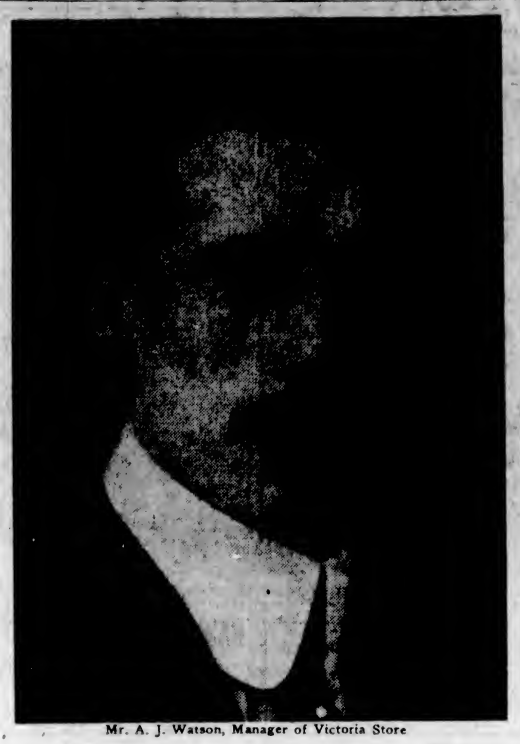
Employees of Company Have Active Organization

The Hudson's Bay Employees Association is an exceedingly live organization, and is operated under two sections—the welfare branch and the social and athletic branch. At the yearly business meeting, which is usually held at the end of the year in conjunction with the banquet and dance given by the Company to its employees, officers and members of the committee are elected and reports read regarding the activities of the past year.

The welfare branch embraces medical attention and the giving of benefits during absence through sickness as well as visits by committee members for employees ill or unfit for work.

The social branch is for the encouragement of athletics, such as football, hockey, basketball, cricket, tennis, swimming, as well as for the arranging for dances, socials, card parties and picnics.

The Company takes a very keen interest in the social and welfare activities of its employees, so much so that it contributes dollar for dollar with the employees to the funds of the Association.



Mr. A. J. Watson, Manager of Victoria Store

Department Managers and Section Heads of Company's Victoria Store

Here are the men and women responsible for the smooth running and successful operation of the various departments in the local store of Hudson's Bay Company:

Mr. A. J. Watson, manager.
Mr. J. S. Horne, accountant.
Mr. S. Oliver, credit manager.
Mr. T. McBain, customs and traffic department.
Mr. W. T. Edgecombe, superintendent and mail order department.
Mr. A. S. Woollard, advertising manager.
Mr. E. Martin, carpets, draperies and furniture.
Mr. M. H. Mowry, hardware and crockery.
Mr. R. Charles Gordon, fur department.
Miss M. Grimason, women's ready-to-wear.
Miss A. G. McLaren, whitewear, underwear and children's wear.
Miss M. B. Cicero, millinery department.
Mr. M. Stewart, shoe department.
Mrs. I. Abbott, art needlework department.
Mr. Robert Strain, optical department.
Miss J. Bachelor, library.
Miss E. Carter, post office.
Mr. C. S. Hansen, hairdressing and manicuring parlors.
Mr. W. G. Florence, silks, dress goods and staples.
Mr. J. A. Davidson, hosiery, gloves, neckwear, stationery, etc.
Mr. A. R. Minnis, drugs and tobacco.
Mr. J. L. Hunter, men's and boys' department.
Mr. W. N. Smith, groceries.
Mr. A. E. Johnson, meats.
Mr. B. L. Bond, chef.
Mr. T. Wilkinson, delivery department.
Mr. W. Stark, stockroom.
Mr. A. V. Bucknam, engineer.
Mr. C. Nichols, electrician.
Mr. J. Cassidy, floor manager.
Mr. J. Martin, floor manager.
Mr. R. W. Savage, floor manager.

Canadian Newsprint

The growth of the Canadian newsprint industry during the last six years is shown in a table, compiled by the Canadian Bank of Commerce, as follows:

Ten mos.	Production in tons
1925	1,250,974
1924	1,128,949
1923	1,058,463
1922	892,100
1921	655,590
1920	732,653

Production in the ten months of 1925 exceeded the like period in 1924 by eleven per cent, and the 1920 period by seventy-one per cent. In 1924 the total production in Canada was 1,353,000 tons, compared with 1,471,000 tons produced in the United States. During September and October of this year Canadian output exceeded that of the United States, and this condition is expected to continue.

Pulp and Paper Exports Higher Than Last Year

Exports of pulp and paper from Canada for the month of January were higher than those of the corresponding period of last year, but were lower than those of the preceding month. According to figures just issued by the Dominion Bureau of Statistics, Canadian exports of pulp and paper in January were valued at $13,191,885, being an increase of $1,921,992 over January, 1925, but a decrease of $1,933,151, as compared with December. For the twelve months ended January 31, 1926, the combined exports of pulp and paper were valued at $156,477,943, an increase of $16,616,631 over the preceding twelve months.

As in previous months, newsprint exports provided the largest item, amounting to 125,999 tons valued at $8,372,141, as compared with 104,653 tons, valued at $7,363,419 in January, 1925. In December, newsprint exports amounted to 137,140 tons valued at $9,779,855. For the twelve months under review newsprint exports totalled 1,422,999 tons valued at $99,954,059, as compared with 1,230,330 tons valued at $91,265,069 in the preceding year.

Pulpwood exports for January amounted to 94,940 cords, valued at $889,320, as compared with 129,405 cords valued at $1,133,804 in the corresponding period of last year. For the twelve months, pulpwood exports aggregated 1,389,037, valued at $13,924,451, as against 1,380,250 valued at $13,904,773 in the preceding twelve months.

Canadian Made Metal Ware Is Excellent

Outstanding among the made-in-Canada commodities available to the Canadian buying public today are sheet metal products—kitchenware, utensils, and so on. These necessary articles were formerly imported at high prices, but now they are made in Canada from the purest and most durable enamelware, aluminum and tin. The prices are less, and the quality equals that of sheet metal products formerly bought in other countries.

Hundreds of Victoria homes are equipped with utensils made from Canadian sheet metal. Throughout Canada there are other thousands. From almost every home comes approbation. Canadian sheet metal goods have stood the test of time. It pays to buy them.

And the people of the Dominion have learned that other lesson, so important if this country is to have the great economic and industrial development it should—they have learned the soundness of the policy of buying made-in-Canada goods.

The Hudson's Bay Company offers fertile farming tracts of 160 to 640 acres each in the Provinces of Manitoba, Saskatchewan and Alberta for sale. Three kinds—grain growing, mixed farming or stock raising land—are available for purchase.

The Wabasso Cotton Company
LIMITED
Three Rivers - - Quebec

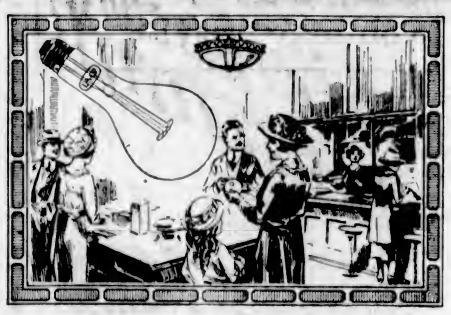
For Fine Lingerie
Blouses, Dresses and Household Use
Insist on
Wabasso Cottons

Their excellence of quality and purity of finish have won for them a high place in the estimation of Canadian people. The following are a few of the popular lines carried by Hudson's Bay Company.

Wabasso Colored Broadcloths, 36 in. wide, per yard ..... 59¢
Wabasso Victoria Lawns, 38 in. wide, per yard ..... 39¢
Wabasso Check Dimity, 36 in. wide, per yd. ..... 29¢
Wabasso White Voiles, 40 in. wide, per yard ..... 35¢
Wabasso Twill Pillow Cases, 40 and 42 inch, per pair, 89¢
Wabasso Circular Pillow Cottons, medium weight—
42-inch, per yard ..... 43¢
44-inch, per yard ..... 49¢
Wabasso Circular Pillow Cottons, heavy weight—
40-inch, per yard ..... 44¢
42-inch, per yard ..... 49¢
44-inch, per yard ..... 53¢
46-inch, per yard ..... 59¢
Wabasso Sheets, 72 x 90, per pair $3.19
80 x 90, per pair $3.59
Wabasso Hemstitched Sheets, 72 x 90, per pair $3.29
80 x 90, per pair $3.98

The Wabasso
—or Snowshoe Rabbit—is found in the northern part of Canada from the Atlantic to the Pacific. It is of snowy white appearance, the purest white known, hence the choosing of the Wabasso as the trade mark for a line of pure white cottons. Wabasso is the Indian name for white rabbit, and also means the North.

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.



A Lamp Canadians Can Be Proud of—LACO

THE famous Blue Carton in which LACO Mazda Lamps are sold, is recognized throughout Canada as a sure and reliable guide to quality and unfailing service. LACO Mazda Lamps are always uniform, and represent the highest quality of Canadian workmanship. There is a size and shape for every purpose and also a large variety of attractive colors to suit any scheme of decoration.

For home use, for office or factory, use LACO Mazda Lamps and you will get the best possible value for your expenditure.

A folder containing a complete series of Home Lighting suggestions can be obtained at our Lamp Counter.

The LACO Blue Carton is a safe guide in buying lamps.

LACO
MAZDA LAMPS
SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

DOMINION *Inlaid* LINOLEUM

Pattern Illustrated is Number 7022 and 7023—two different colour schemes.

Other Dominion Floors

Dominion Printed Linoleum, in a wide range of attractive designs, is a quality floor that costs but little. Comes in widths sufficient to cover any ordinary room from wall to wall without seam or crack. Easy to lay, it wears for years and years.

Dominion Linoleum Rugs offer unusual decorative scope. Made in popular sizes, they need no fastening of any kind. Will not tear, crack or curl at the edges. Extremely durable and low in price.

An Impressive Entrance *to a well furnished* Home

Dignified, attractive, harmonious, Dominion Inlaid Linoleum offers endless scope to those who seek artistic decorative treatments for their homes. Many unusual and original effects are readily obtainable. Beauty and utility are delightfully combined.

Dominion Inlaid Linoleum is appropriate for any room, by itself or as a background for woven rugs. With it, you have the main essential of a dignified, impressive entrance hall; an attractive dining room; a cheerful bedroom, or a practical kitchen, bathroom or sun porch.

Dominion Inlaid Linoleum, made in Canada, is moderate in price. It will not fade and wears for years and years because the design goes right through to the burlap back.

Made by the manufacturers of the famous Dominion Battleship Linoleum

At Departmental & House Furnishing Stores

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Trade Exhibitions Help Distribution of Canadian Goods

'Buy Home Products' Is Gospel Preached at More Than 80 Shows

Trade Fair Owes Its Origin to Group of Enterprising and Aggressive Furniture Manufacturers—Began in Small Way and Gradually Extended Scope of Service

THE trade exhibition as a means of developing business owes its origin to an enterprising and aggressive group of manufacturers, those of furniture. Inaugurated by them seventeen years ago, the trade show has been adopted also from time to time by makers of textiles, hardware, toys and fancy goods, usually with considerable success.

Many Firms Double Up

The annual furniture exhibitions to that trade were originated in Kitchener-Waterloo. Stratford followed and in 1924 for the first time the manufacturers of furniture invited buyers to visit the town of Hanover. In Kitchener and its twin, some exhibits are housed in the permanent show rooms of the factories, and others are gathered together in convenient locations.

Where accommodation is hard to obtain, and for the convenience of buyers, many firms double up. In some cases a firm will give show space to three or four of its competitors, a very healthy sign!

Last year the gospel of "Buy Canadian Products" was preached at more than eighty exhibits in Toronto, Kitchener, Waterloo, Stratford, Hanover, Montreal and Victoriaville.

In Kitchener-Waterloo, "the Grand Rapids of Canada," Stratford, Hanover, Toronto, Montreal, and Victoriaville, furniture manufacturers held open house. They called in their travelers to wait upon buyers who reversed the order of things that came to the sellers. They banded together to entertain these customers, to provide them with board and lodging, to taxi them—or team them, as in the case of Hanover, where sleighs were the only usable means of transportation—from one show room to the next.

Slogan Honest

Apparent to an observer was the real friendliness existing between buyer and seller. It must not be imagined, though, that these exhibitions are merely a buyers' junket with travelers donning cap and bells to "jolly" customers into purchasing. There is a strict line of demarcation between business and pleasure, a boundary that is overstepped during the pleasure sessions at the instance only of the buyer.

They have become more than exhibitions. They have become occasions on which heads of firms may meet their customers, feel out the public taste through the public's interpreter, the retailer, and show, better than can be done by photographs in the salesman's portfolio, the merits and qualities of one of Canada's oldest industries.

One wonders if it be by accident or design that the path to the show room leads through busy sections of the factory. In fully seven factories out of ten the manufacture of the firm's product can be traced from rough lumber to finished article, and even the doubtfullest "Doubting Thomas" can see for himself that "down filled" cushions are down filled, that "solid mahogany" is solid mahogany; that the company's slogan is honest.

Imports Small

In the year ending March, 1923, Canada produced furniture worth $26,035,693, and imported only $1,326,114, of which $4,695 was re-exported, leaving total imports at $1,321,419.

The industry centres largely in Ontario where nearly two-thirds of the factories are located, while of the remainder, one-third is in Quebec, and the balance spread over the Dominion, with the exception of Prince Edward Island.

Waterloo County has the densest concentration, and Stratford and Hanover follow in size. Roughly this furniture area extends in a triangle from Stratford and Kitchener as a base line northwards to Georgian Bay, with Owen Sound as the apex.

Steady Growth

As far back as 1825 there is a record of furniture manufacturing in the Dominion. The young immigrants, Samuel Bowers and John Hoffman, followed the trail of the Conestoga, and settled in what is now the city of Kitchener. They had many trials, not the least of which was the installation of the first steam engine in Berlin. This they had to obtain from Buffalo, hiring Isaac B. Schultz and a three-horse team to haul it the entire distance.

From that small beginning a century ago has grown the furniture industry of today, an industry supplying one of the chief needs of the incoming settler and relying, in turn, to a great extent upon immigration to enlarge its market. It has grown steadily.

Throughout the shows last year design seemed to be the greatest feature. Not only were there beautiful reproductions of old period pieces, but there were many artistic conceptions of native designers. These, perhaps, owed something to the influence of Sheraton, Chippendale, Thyfe (the Scotsman claimed as an American) and other cabinet makers, or to the Jacobean, Elizabethan and Louis periods, but gave ample evidence of the ability of the Canadian to create when given a fair chance against the competition of countries whose massed production makes low prices possible.

That question of price is important. So important, in fact, that much study has been given to it by the manufacturers. The result has been that now, unless one is an expert one cannot tell a low-priced suite from its aristocratic brother. The day of golden oak and horsehair has gone.

Hudson's Bay Company Floats in Pageant Here Six Years Ago to Commemorate 250th Anniversary

Slogan Urges Buy Made-in-Canada Goods Preferably

If the employees of any company want to keep busy, steady work and full time, they must put into practice the buying of goods "Manufactured in Canada and the British Empire" and bring this influence on as many people as they come in contact with, and be sure and see that their families follow this system. Always keep talking "Goods Manufactured in Canada."

The above interests every Canadian and British subject.

Whenever possible buy goods manufactured in Canada. If not possible to buy goods made in Canada buy goods made in the British Empire.

BASIC INDUSTRIES SHOW DEVELOPMENT

Canada Is Strong in Fisheries, Mines, Forests, Agriculture and Water Power

In regard to industries which support the commercial life of the Dominion, Canada, like the United States, is strong in agriculture, in mining, in forest industries, in fisheries and in water power development, while manufacturing is by no means backward.

Develop Industries

Of these six major forms of enterprise there are only two which Canada, in proportion to her population, has developed to a lesser degree than the United States—manufacturing and mining. This fact was brought out by Fred V. Seibert, M.E.I.C., of the Department of the Interior, Ottawa. A comparison of agriculture, forest industries, fishing and water powers shows these basic industries developed to a greater relative degree in Canada. The United States has, roughly, twelve times the population of Canada; proportionately these industries should be in Canada about one-twelfth as great as that of the United States. In agriculture we have one-seventh rather than one-twelfth of the area of improved lands, and the value of our gross agriculture revenue each year is considerably in excess of one-twelfth of the total revenue of United States agriculture.

May Import Food

Any comparison of agriculture in Canada and the United States would not be complete without reference to the fact that farming in the States while still a growing industry, is producing a smaller and smaller proportion for export. It may not be long before the United States may have to import food rather than export it. What this evolution would mean to the Canadian farmer may be surmised. As agriculture in Denmark and Holland developed into an intensive and highly profitable industry by being adjacent to the populous market of England, so the proximity of the great population of the United States cannot but be of benefit to agriculture in Canada.

Sanitary Waxed Paper Becomes of Vital Importance

Everyone knows of the many uses of waxed paper. It is used for covering and wrapping food to keep it fresh and clean. But did it ever occur to you that the paper must be made in a sanitary way or otherwise it will spoil food. Elsewhere appears an advertisement for Para Sani and Star Brand waxed papers.

Para Sani and Star Brand papers are made in a sanitary factory by the Pacific Waxed Paper Company, Vancouver. The wax is applied at a heat that is sufficient to kill any germs that might be lurking in the paper, and the handling, wrapping and packing of the paper after waxing is such as to insure it getting into the hands of the consumer in an absolutely sterile condition.

Para Sani and Star Brand waxed papers are sold by Hudson's Bay stores and other first class dealers.

Famous Explorer Was With Company Over Twenty Years

David Thompson commenced his career in the service of the Hudson's Bay Company at Fort Churchill in 1773, where he was employed under Samuel Hearne, the discoverer and explorer of the Coppermine River.

Mr. Thompson left the service of the Company in 1796, as it was considered he gave too much time to astronomical observations to the detriment of his duties in the fur trade.

He entered the service of the Northwest Company and was employed in making surveys in the districts about their posts. His surveys included the North and South Saskatchewan Rivers, the Bow, Churchill, Athabasca, Peace, Clearwater and Beaver Rivers, Lake Athabasca, Lesser Slave Lake, LaBiche and Winnipeg Lakes. Mississippi River, which he traced from its mouth to its source.

He was fully occupied in survey work for a period of twenty-seven years, and his map of Northwestern Canada was the standard work for over three-quarters of a century, and some parts of it have not been superseded even yet.

Convinced.—Sportsman—"What do you think about the weather?"

Guide—"Well, sir, I've thought about it forty year, an' I've come to the conclusion it's changeable."

PURITY WATERGLASS
"BEST BY TEST"
For Egg Preserving
Packed by
J. A. TEPOORTEN, Limited
Victoria and Vancouver
SOLD AND RECOMMENDED BY
Hudson's Bay Company
INCORPORATED 2ND MAY 1670

MADE IN CANADA
Tooke Bros., Limited
MONTREAL TORONTO WINNIPEG VANCOUVER

Manufacturers of
Shirts Collars
Handkerchiefs
and
Neckwear
Sold by Victoria's Leading Men's Furnishing Stores, and Also
SOLD AND RECOMMENDED BY
Hudson's Bay Company
INCORPORATED 2ND MAY 1670
MADE IN CANADA

Quality Clothing Gives Greater Self-Confidence
For thirteen years, Leishman garments have been recognized and accepted as Canada's highest standard of good appearance and good value.
The reason is not hard to find. Every Leishman garment keeps its original, well-moulded shape after many months of the hardest service. Years of success in producing fine tailored garments for men, assures you of the latest style, the finest quality and the best of workmanship.
Men, from coast to coast, who know quality clothing, always favor Leishman garments. From $55 to $85.
Wm. H. Leishman & Company Limited, Toronto
Makers of the Best Tailored Garments for Men.
Leishman Clothes
RECOMMENDED BY
Hudson's Bay Company
INCORPORATED 2ND MAY 1670

Your FIGURE determines the gowns you may wear!

"As the figure—so the gown" is a truism. For no matter what your style preferences may be, your figure dictates their acceptance.
Smart dressing begins with a trim figure line. Select your corset with the same care you show in choosing a new gown or suit — and the problem of a pleasing appearance will be simplified.
Nemo-flex
A complete corsetry service embodying all that is new in scientific figure support and control

"Nemo-flex" offers to fastidious women an extensive range of combinations, wrap arounds, step ins and brassieres, in a wide variety of attractive fabrics. Whatever the individual needs of the figure may be, there is a "Nemo-flex" garment to meet them satisfactorily, comfortably, and at a moderate price.
SOLD BY LEADING STORES FROM COAST TO COAST
Made by—NEMO—THE HOUSE OF COMPLETE CORSETRY—TORONTO
See Our Special Display of "Nemoflex" Garments
Hudson's Bay Company
INCORPORATED 2ND MAY 1670

Use of Canadian-Made Products Essential

Demands People Buy Canadian-Made Goods

Steady Home Market Keeps Money Spent Within Borders of Dominion and Makes for Prosperity and Happiness — Theory and Practice Do Not Always Agree

Canada is made up of producers and consumers. There are other divisions, but these are the two fundamental ones. Prosperity depends upon healthy relationship between them. If such does not exist, one, and ultimately both, will suffer. Since the people are Canada, then Canada bears the weight of the depression with the result that her standing as a prosperous, industrious nation is weakened and contentment within her borders is endangered.

Every Citizen Involved

Of course, the term "producer" cannot be absolutely applied to anyone in the sense of his not being a "consumer." The farmer, for instance, is both. His annual production is greater per capita than that of any other citizen, and he is known the Dominion wide as a "consumer." The same is true in almost every other line.

This fact brings it more and more to notice that the relationships between producer and consumer involve almost everyone. One can see plainly how depression in any industry can and does work hardship on himself.

So the determination to buy Canadian-made goods, after all, is fundamentally patriotic. More than that it is in the interest of self-preservation. A steady home market keeps the money spent within the borders of the Dominion and makes for all prosperity. Canadian produce is second to none. It is bad reasoning to hope to gain by purchasing outside of Canada what her own citizens make very well indeed.

Buy at Home

On July 1, when the bands play and the old flag flutters in the breeze thousands of Canadians hold their heads high in justifiable pride of country, and then go right down town the next day and buy products from every part of the world but Canada.

If you are prosperous and happy—making ends meet and a little more—realize that your services and your production are being utilized by Canadians, and that if they ceased to require, or desire them, your prosperity would end. Just think this over, and ask yourself whether you owe anything to the other millions of workers in Canada. Then go and buy Canadian-made goods.

THE OLD FORT FROM INDIAN RESERVE IN 1848

Canadian Trade of 1925 Analyzed

The Canadian trade situation at the end of 1925 was probably the most favorable in all Canadian economic history, the higher figures recorded in two previous years only being achieved under artificial war stimulus or under post-war price inflation. The volume of produce handled in 1925 was without doubt greater than that of any previous year. The only features of the situation which would appear to call for some remedying are a large unfavorable trade balance in business transacted with the United States and a favorable balance nearly three times as great in business with the United Kingdom. Some manner of a redistribution of trade might be effected with considerable benefit to the Dominion.

The increase in Canada's total export trade in 1925 over 1924 was $212,928,956 and in total import trade $82,122,775. The increase in export trade to the United Kingdom was $105,126,935, or twenty-seven per cent over the previous year, and the increase in import trade from that country $13,216,466, or eight per cent. Export trade to the United States increased in the year by $59,333,299, or fourteen per cent, and import trade from the Republic by $55,272,714, or fifteen per cent. Exports from Canada to all British Empire countries by $111,710,450, or twenty-four per cent, and imports from those countries by $13,132,483, or six per cent.

Chief Centres

As usual the great volume of trade was carried on with the United States and the United Kingdom. Canada still purchased to the heaviest extent from the United States, but in the period the United Kingdom, which has been substantially increasing its Canadian imports, became the Dominion's first customer. Of total Canadian import trade, eighteen per cent in 1925 was carried on with the United Kingdom, seventy-seven per cent with the United States, and 22.9 per cent with the British Empire in general. Of all Canadian export trade, thirty-eight per cent was done with the United Kingdom, fifty-seven per cent with the United States, and forty-five per cent with the British Empire in general. In the case of trade with the United Kingdom, Canada had a favorable trade balance of $330,226,507, in business with the United States an unfavorable one of $107,471,264, and in trade with the British Empire as a whole a favorable balance of $372,676.

In export trade, as noted, the United Kingdom has become Canada's first customer, followed by the United States, and thereafter, in order, by Germany, Japan, Netherlands, Belgium, New Zealand, China, Russia, Australia, British West Indies, Argentina, France and Newfoundland. The Dominion imported to the largest extent from the United States and then from the United Kingdom, followed thereafter by France, British East Indies, Cuba, British West Indies, Germany, Japan, Switzerland, Netherlands and Belgium.

B.W.I. Trade

Notable features of the year's trade were a decline in import trade from the British West Indies with an increase in the export trade and an increase in both the export and import trade with Belgium. A decline was registered in the value of business done with Greece and Italy. Exports to Russia increased from less than half a million dollars in the previous year to over $14,000,000, whilst the value of export business to the Netherlands doubled. There were heavy increases in exports to Germany and the British East Indies, whilst substantial increments were recorded in this business done with New Zealand, Argentina, Brazil, China and Australia. Canada increased the value of her imports from Australia, British East Indies, Cuba, France, Germany, Japan, Mexico, Netherlands and Norway.—Agricultural and Industrial Progress in Canada.

PULP AND PAPER ARE GROWING INDUSTRIES

Newsprint Production of Canada Reaches New Total in Year 1925

Canadian newsprint production reached a new high total, and came within 8,000 tons of the United States annual output in 1925, when the Dominion accounted for 1,522,217 tons manufactured against the Republic's 1,530,318 tons. Seven months in the year Canadian figures of output exceeded those of the United States, and four times successively, at the close of the year. In 1925 Canadian mills produced twelve per cent more newsprint than in 1924; twenty per cent more than in 1923; forty-one per cent more than in 1922; eighty-eight per cent more than in 1921; and seventy-four per cent more than in 1920. In the past year United States mills made only one per cent more newsprint than in 1920. There is no question but that in 1926 Canada will produce a substantially greater volume of newsprint than the United States and thereafter be unrivalled in this connection throughout the world.

Wide Distribution of Exports

Total exports of pulp and paper from Canada during 1925 amounted in value to $154,555,951, against $139,491,469 in the previous year. Of this 1925 total, $106,624,046 is accountable in paper as against $99,248,497 in 1924, and $47,931,905 to pulp, as against $40,242,972 in the previous year. Exports of newsprint alone amounted in value to $98,990,711. As usual more than ninety per cent of this went to the United States. In addition, small consignments moved to the United Kingdom, Argentina, Australia, Bermuda, British Guiana, British South Africa, Barbados, Jamaica, Trinidad and Tobago, British West Indies, Colombia, Cuba, New Zealand, Panama, Peru, Porto Rico, Salvator, Uruguay, Venezuela, and other countries. Mechanical pulp moved mainly to the United States, but also to the United Kingdom, Belgium and France, and unbleached sulphite pulp went also in largest quantity to the United States, Japan being also an important customer. Bleached sulphite was purchased also overwhelmingly by the United States, small shipments going to the United Kingdom, Belgium, France, Japan and other countries.

Attracting Much Foreign Capital

No Canadian industry at the present time presents a more favorable aspect, and for this reason it continues to attract large investments of United States and British capital. Fears of an over-production are quelled by the fact that world consumption of paper has shown a tendency to increase with the available supplies and other countries do not find it possible to increase their output at anything like the same ratio as Canada, due in most cases to the fact that the raw material is not available in sufficient quantities to permit of further expansion.

Fresh channels, likewise, are continually being opened up for the products of the pulp and paper industry broadly. New countries are continually being added to the export list and old ones increasing their demands. The recently discovered adaptability of sulphite pulp to the fabrication of artificial silk has opened an almost unlimited field of exploitation. Artificial wool, with sulphite pulp as its basic raw material, has now reached a stage in its development where its manufacture on a commercial basis is being seriously considered.

Historical Exhibit Notes

Among the first contributions to the Hudson's Bay historical exhibit at Winnipeg from men in the fur trade service was a considerable assortment of relics from C. H. French, district manager for British Columbia, received for the exhibit early in June, 1922.

The contribution includes the coat of arms plate and masthead light of the old steamer Beaver, first steamship on the Pacific Coast; a copper powder magazine, pair of gold scales, stock locks, a number of country-made tools used on Vancouver Island more than half a century ago, and other interesting relics. This shipment was greatly appreciated, as it will add materially to the scope of the division allotted to "Life in the Service" objects.

C. C. M. "Imperial" Bicycles

"Always Admired"

More people are cycling today than for years back. The BICYCLE is again taking a large place in the community.

QUALITY as well as BEAUTY OF DESIGN is being built into every C.C.M. "IMPERIAL" BICYCLE.

The makers understand "CANADIAN" requirements and the whole C.C.M. organization is behind the product.

Juvenile Model	$40.00	Sport Model	$55.00
Standard Model	$50.00	Double Bar Model	$60.00

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

ORMOND'S

Crisp and tempting. Made from the best ingredients and packed in tin containers. They reach you with all their fresh-baked deliciousness unimpaired.

CREAM CRACKERS

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

PERRIN GLOVES

Established 1800

Known the World Over for Style and Quality

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

As Pure and Wholesome as the Name Implies

Made in Victoria, B.C., from the best ingredients only. Be sure to include Holsum in your next order and help to keep Victoria industries busy.

Look for the Holsum Label

It is your guarantee of purity and quality.

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

The Trade Mark Is Your Safeguard

Every genuine piece of SMP Enameled Ware carries the SMP shield shape red and green label. The choicest of kitchen utensils only carry it. This trademark guarantees the value in the article and the use of SMP Enameled Ware itself guarantees quick heating of foods, absolute purity, ease of cleaning, tender foods and long wear. Sold by all good dealers.

Made in Three Finishes

PEARL WARE—Two coats of pearly grey enamel inside and out.

DIAMOND WARE—Three coats, light blue and white outside, white inside.

CRYSTAL WARE—Three coats, porcelain white inside and out, with royal blue edging.

Also Makers of SMP Pure Aluminum Utensils, Stamped, Pieced and Japanned Tinware, SMP Hot Galvanized Ware, Etc.

THE SHEET METAL PRODUCTS CO. OF CANADA LIMITED

MONTREAL EDMONTON TORONTO VANCOUVER WINNIPEG CALGARY

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

Company Lands Aid Western Settlement

Fine Residential Lots Are Available Sites For Home Building

Hudson's Bay Company Has Splendid Property in Esquimalt Open for Selection—Industrial Trackage Adjoins Esquimalt and Nanaimo Railway—Opportunity for Garden Suburb Planning

Attractive Map Folder Is Recently Issued for Guidance of Public

There is quite a demand for the very attractive map folder recently issued by the Hudson's Bay Company showing its land holdings in this district. This folder has been given a very extensive circulation. Apart from the Company's holdings the folder, which is illustrated, shows the location of the numerous land posts (each post being lettered or numbered) recently erected on the Company's properties, so that the public can now readily locate any particular property.

The demand for lots in Esquimalt is more active now than it has been for some years, and the Company reports having made several sales recently around Munro Street and Armit Street, probably the choicest part of this attractive district.

Splendid Location

The increasing popularity of Esquimalt is not surprising when we consider its many attractions as a place of residence, including beautiful scenery, good beaches, ideal climate, good schools and nearness to Victoria, a journey of a few minutes, with its splendid shopping facilities, places of amusement and recreation, first-class public and private schools and many other advantages.

Esquimalt's nine-hole golf course is delightfully situated on Macauley Plains, overlooks the Royal Roads and commands magnificent marine views with the snow-capped Olympic Range in the background, which easily explains why the Macauley Point clubhouse is such a favorite rendezvous with visitors.

The lots shown on the Company's map folder vary in size from small lots, sixty feet by 120 feet, containing approximately one-sixth of an acre, to lots containing four acres. They comprise the choicest residential lots, some with water frontage. Some are rocky, others level and well timbered; all are desirable and most of them particularly well located.

Some of the residential lots south of Lyall Street are subject to a building restriction, only one dwelling costing not less than $3,000 being allowed on a lot.

Industrial Trackage

Other lots capable of trackage facilities, especially those near the new drydock and north of the E. & N. Railway, are suitable for industrial purposes.

With regard to the Company's subdivision at Colwood, which was put on the market a few years ago, we understand there are very few lots remaining unsold. The few available vary in size from two to eleven acres. They are mostly opposite the Colwood Golf Course. They are very desirable for residential purposes, also for chicken farming.

Colwood, being only eight miles from Victoria, with which it is connected by a first-class paved road, is a very desirable residential district.

Garden Suburbs

The Hudson's Bay Company also owns large unsubdivided tracts. These comprise beautiful rugged heights, also more level land with water frontage, and afford an opportunity to acquire large tracts which might be laid out as garden suburbs within two or three miles of the business district of Victoria.

The new folder with its excellent up-to-date map of Victoria is well worth securing.

Hudson's Bay Company's Warehouse in British Metropolis

Canadian Wheat Crop Is 416,850,000 Bushels

The total yield of wheat in Canada for the year 1925, as finally estimated by the Dominion Bureau of Statistics, is 416,849,700 bushels, the second largest on record for the Dominion, having been exceeded only by the 1923 crop. The value assigned to this crop by the Canadian Government is $465,116,200, or over $53 per capita of Canadian population. The Province of Saskatchewan accounted for 240,551,000 bushels of a value of $264,606,000, or more than half of the Dominion volume and value, followed by Alberta with a yield of 108,778,000 bushels worth $118,175,000. Manitoba produced 39,453,000 bushels; Ontario, 25,202,000 bushels; Quebec, 1,190,000 bushels; British Columbia, 1,072,000 bushels; Prince Edward Island, 554,000 bushels; New Brunswick, 225,000 bushels; and Nova Scotia, 169,000 bushels.

According to figures of the International Agricultural Institute, Canadian wheat acreage for 1925 was 21,958,000 acres, and the estimated yield 422,327,000 bushels, an average of 19.2 bushels per acre. According to the Institute's records this acreage was exceeded in both northern and southern hemispheres only by the United States, with 53,994,000 acres, and British India, with 31,733,000 acres. The total Canadian yield, however, is second only to that of the United States among all countries, the average yield in British India being only 10.2 bushels per acre.

Average Wheat Yield of 19.2

The average wheat yield of 19.2 bushels per acre achieved by Canada last year, while below the overage of most European countries of smaller farmed acreages, was higher than the 12.9 of the United States and likewise exceeded that of Poland, India, Algeria, Morocco, Tunis, Argentina and Australia. The Canadian wheat acreage for the five years, 1919-'23, was 15.5 bushels per acre, as against 13.3 bushels in the United States, 11.9 bushels in British India, 13.3 bushels in the Argentine, and 11.7 bushels in Australia.

On a basis of crops during the last five years Canada has fully established her position as second among the world's wheat growing countries, the United States, which has thirteen times Canadian population, leading. The average yield of wheat in Canada is consistently higher than that of the United States and in the past decade the wheat acreage of the Republic has declined thirteen per cent, while that of the Dominion has increased forty-five per cent. Consequently, though the annual crop wheat of Canada is still far below that of the United States, as merely a fraction of the wheat land of the Dominion is as yet cultivated, the time may be anticipated when the acreage planted to wheat in Canada will be as large as that of the United States, and then, by reason of higher yields, the Dominion wheat yield must exceed that of the United States.

More than eighty per cent of the Canadian wheat crop being available for export, Canada easily maintains her position as the greatest wheat exporting nation of the world, shipping to foreign markets approximately as much wheat as the United States, Argentina and Australia together. In the calendar year 1925, Canada exported 222,344,546 bushels of wheat to practically every country of the world, the greater proportion going to the United Kingdom.

MALKIN'S BEST TEA

is the favorite blend of thousands

try IT

DOMINATES in the Quality field

As a housewife you are ever keen to secure the best for your family table. Price appeals to you but quality prompts your selection. The Malkin standard of quality is without variance. You can purchase any product bearing "Malkins' Best" label and rely on it absolutely—you'll find the price popular—you'll sense the value and ultimate economy—you'll be satisfied. The very next time you call on your grocer select "Malkins' Best" and observe how gladly he will serve and recommend this Brand.

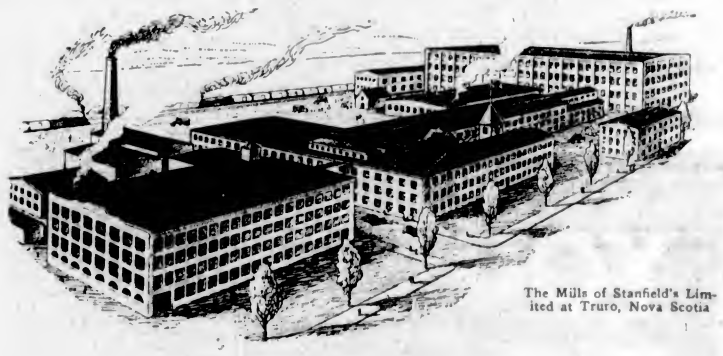
Every Malkin Product Bears the Circle Trade Mark

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

STANFIELD'S LIMITED



The Mills of Stanfield's Limited at Truro, Nova Scotia

For 56 years an integral part of Canadian industrial life

Stanfield's Creed

Canada knows Stanfield's product — knows it and buys it in preference to others because of its unvarying standard of highest quality.

This great mill at Truro, the home of Stanfield's Unshrinkable Underwear, is one of the largest in all Canada and contains equipment of the most modern type, unsurpassed anywhere on this continent. It stands a concrete proof of the energy and enterprise of Canadian industry, for since 1870 there has been a Stanfield's mill at Truro, and for generations Stanfield's Unshrinkable Underwear has been known and sold in every city, town and hamlet throughout the Dominion from coast to coast.

The high standard of quality of Stanfield's product is a byword in Canadian industry and the strict adherence to this standard of super-quality has achieved for Stanfield's preeminent leadership in a closely competitive field. From the selection of the virgin wool to the perfection of the finished garment this strict adherence to quality pervades every manufacturing operation. Nowhere today is a higher grade of woolen underwear produced than that made by Stanfield's Limited.

STANFIELD'S Unshrinkable UNDERWEAR

For All the Family

STANFIELD'S UNDERWEAR SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

Cleans Brightens Preserves

—and brings lovely dishes and other useful things to the home — there are coupons on every package. Order some Royal Crown and get a premium book.

Drawn from actual premiums given free with Royal Crown Soap coupons

ROYAL CROWN SOAP

SOLD AND RECOMMENDED BY

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

Canadian Business Makes Steady Progress

New Factory of The Hiker Mfg. Co., Ltd. Victoria, B.C.

Manufacturers of the Durable

HIKER TOYS

WAGONS, SCOOTERS, KIDDIE CARS, ROCKERS, NOVELTY TOYS

ALSO

Strongly Constructed

STEPLADDERS IRONING BOARDS
PAINTERS' EQUIPMENT MEAT SAFES
BAKE BOARDS ETC.

Hiker Mfg. Co., Ltd.
Victoria, B.C.

SOLD AND RECOMMENDED BY

Hudson's Bay Company
INCORPORATED 2ND MAY 1670

Second Floor of Hudson's Bay Company's Victoria Store, Showing Millinery Department, Children's Wear Section and Women's Wear

Over-Production Is Not Due to Drop in Prices Through United States

Concurrence of Business Movements Between Canada and United States Has Been Checked—Dominion Industry Has Moved Slowly, Avoiding Detrimental Influences

Business in Canada Now Distinctly Advancing on Up Grade Everywhere

The concurrence of business movements in Canada and in the United States has ceased. Here the trend continues upward with no signs of a change. The larger number of business leaders are adopting the view that the market disturbances portend business slackening. Their view is supported by the sharp decline in commodity prices. The slight commodity price decline that has occurred here is interpreted as merely seasonal. This notwithstanding, Canadian business follows developments to the south in search of factors which may have a bearing upon conditions here, says The Financial Post.

There has been a decline in commodity prices in both countries within the past month is interpreted by some as meaning that Canadian business will be determined by the trend in the States. From a high point of 164.6 last year the index of all commodity prices dropped to 154 at March 1, and from there declined sharply to 151. While this decline may be connected with the stock market movement, it is pertinent that this time last year an almost identical movement took place. The output of basic products at that time exceeded requirements.

Steel Output

Steel output, according to Iron Age at this time last year exceeded requirements by twenty-five per cent. It was estimated that operations at the rate of seventy-five per cent of capacity would meet all requirements, but operations were about ninety per cent of capacity, and over-production naturally resulted. This year's price decline is clearly something different. It is not the result of over-production, at least, not admittedly. Production is still being maintained at high levels. For these reasons it is becoming generally accepted that the present decline is more fundamental—that is is a forerunner of a business decline.

Price Decline Seasonal

But neither of these two reasons applies to conditions in Canada. There has been no over-production and there has been no crash in the markets except the decline which was induced by the New York market slump. Canadian business has been moving slowly and cautiously. Production of steel, pulp and paper, and automobiles have all increased recently. Automobile output for March was just slightly below the previous high monthly record, but all this output is being satisfactorily absorbed. Export figures in all the basic products have reached new high levels for all time. Business is steadily moving upward. Canadian Machinery says this week that "Animation is more marked in the metal working industry these first weeks of Spring than for many months past. Both consuming and producing plants are expanding operations." This is true in most of our basic industries.

Comparison of Countries

These facts emphasize the difference between conditions in Canada and in the United States. Stock market movements there and here are necessarily closely related, but business is not affected by the same factors. The high tariff wall is probably largely responsible for this. The price decline here, from 163.8 at the beginning of the year to 162.2 is largely due to a seasonal decline in agricultural products. It is approximately a duplication of a similar movement a year ago. Rather than affecting business adversely it is more likely to have a beneficial effect, as was the case last year. It raises the volume of buying and gives a temporary advantage to the wage-earner. It helps to offset the advantage which our American competitors abroad have through their falling prices. Lower prices of raw materials help to stimulate industry, and those on fixed incomes have a larger purchasing power which is a benefit to business in general.

Simon Fraser Memorial

The Simon Fraser Memorial, donated by the Hudson's Bay Company, was quietly set in place at the St. Andrew's churchyard cemetery near Cornwall, Ontario, in September, 1921. The following inscription was placed on the monument: "In memory of Simon Fraser, explorer, born 1776, died 1862. While in the employ of the North West Company he conducted important explorations and pioneer work principally in the area now known as British Columbia, which he helped to secure for the British. He led the first exploring expedition to descend the great river which bears his name, reaching the Gulf of Georgia July 2, 1808. This monument was erected in 1921 by the Hudson's Bay Company over the grave where he and his wife lie buried."

Tailored Underwear Essential to Perfection

"I am a mirror. My home is in a boudoir. I am given to reflection, but I am known to be discreet.

"I am consulted almost hourly, even for the most intimate details of the costume, and that is the cause of my grievance.

"Miladi accepts my judgment when she is ready for the street or the opera, for the bridge tea or the dance. Oftimes she understands that there is something wrong. She will tilt her hat at a new angle or call for a different scarf to throw over her lovely shoulders.

"It is heartbreaking because such changes merely silence my objections. I try to show her that the fault is not in her gown nor in the exquisite loveliness of her face.

"If I could speak, as I am now, I would say: 'The fault, dear mistress, is to be found in your intimate garments. With them you merely ask me to tell you if they are correctly adjusted. The problem is more serious. Here you have clothed yourself in a beautiful gown underneath which are undergarments that might have been made by a cabinet maker.'

"'You need Harvey tailored underwear, the perfect foundation for the correct costume. A fabric of enduring loveliness and yielding resiliency. It is to be had in every shade or color. It gives you self-forgetting assurance; the result is graceful poise.'

"Harvey underwear, a Canadian product, is a tailored garment. It is the first requirement of the smart business woman's wardrobe, and the necessity of gowns designed for social events."

There Is No Question

Not only on account of the convenience, economy and pleasure-giving coolness does the popularity of Brantford Refrigerators rely. Greater than all these there is one outstanding fact that makes the possession of a Brantford Refrigerator an absolute necessity. There is no question that the Brantford Refrigerator means better health and longer life for every one of your family.

You view your family with affection, you are proud of them—you live for them. No one need tell you what steps you would take for their protection. You know that pure food is the basis of good health. The Brantford Refrigerator keeps pure food pure. Science has come to your aid in refrigeration just as it has in other health protecting ways. The Brantford Refrigerator is scientifically constructed to preserve food by means of its exclusive cool DRY air circulation.

Brantford REFRIGERATORS

Many models can have electrical refrigeration equipment installed in an hour.

34 years' experience as the largest manufacturers of Refrigerators in the British Empire enables the Brantford Refrigerator to not only give you the greatest protection but also to give it at the least cost—this finally solves your refrigerator problem.

RUDDY MANUFACTURING COMPANY LIMITED
Brantford - Ontario

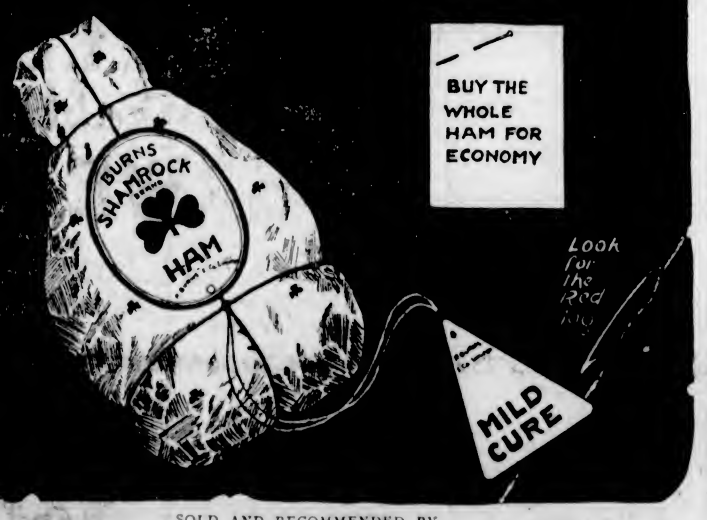
SOLD AND RECOMMENDED BY

Hudson's Bay Company
INCORPORATED 2ND MAY 1670

YOU'LL LIKE THE *flavor*

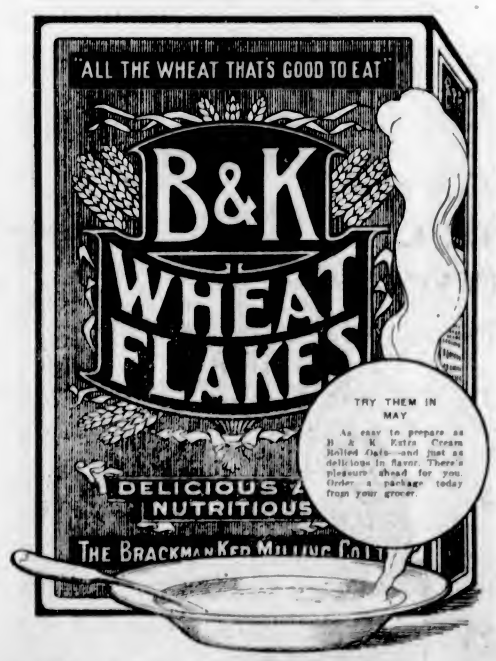
whichever way you serve Burns'

SHAMROCK *smoked* HAM



SOLD AND RECOMMENDED BY

Hudson's Bay Company
INCORPORATED 2ND MAY 1670



The Brackman-Ker Milling Co., Ltd.

SOLD AND RECOMMENDED BY

Hudson's Bay Company
INCORPORATED 2ND MAY 1670.

Canadian Industry Is Upbuilt by Domestic Consumption

Support of Canadian Industries Necessary To National Success

Canadian Club Leader Preaches Gospel of Support of Domestic Industries Throughout Dominion as Conducive to Prosperity—Local Trade Absorbs Business Slackness

How United States Forces Neighbor To Supply Her With Raw Materials

VALUABLE work on behalf of the cause of home purchasing is being done by Col. C. R. McCullough, of Hamilton. Col. McCullough has been addressing various organizations and wherever he goes he leaves the message that real prosperity in Canada can be attained by solid support to industries by buying the products of Canadian farms and factories.

Everyone Feels Pinch

"In normal times," says Colonel McCullough, "our industrial plants employed about three-quarters of a million of workers who turned out some four billion dollars' worth of products. I ask you to take thought of the loss to owners, omitting for the moment loss to employees for every day these workshops are idle, representing as they do a capital expenditure of over three and a half billions of dollars. If wages be cut off or materially reduced, there is bound to follow worries in the executive offices of the companies and worries in the homes of men who would and may not work. Not only is the artisan affected by this unhappy condition but the farmer also feels the pinch. If times be thus out of joint for a period, the butcher, baker and candlestick maker and all the rest of the purveyors of things men eat and wear and use are made aware through their tills that things are not as they used to be, and so are left with goods on their hands and bills to pay to the wholesaler and he in turn to the maker."

Follow Prosperity

Col. McCullough deals with Canada's trade relations with the United States and shows by statistics of imports and exports that the Americans make it difficult for Canadians to sell them anything except raw materials needed in their industries over there, while Canadians make it easy for the Americans to sell anything at all in the Dominion. The effect of this situation on Canada's efforts to get and keep population is serious.

"Say what you will, do what you will," declares Col. McCullough, "people follow after prosperity wherever it be. Into the United States we have allowed to go some of the best brain and brawn of this Canada of ours. It is time to call a halt and by clear thinking, sound planning and efficient performing, to render a service to Canada not to be estimated by the speaker."

The Victorian Restaurant, Situated on the Fourth Floor of Hudson's Bay Company's Victoria Store

SUCTION SWEEPERS WIN POPULARITY

Hoover Company Now Has Largest Manufacturing Plant in British Empire of Kind

The Canadian factory of the Hoover Company, Limited, is located at Hamilton, Ont., where Hoover suction sweepers are manufactured for sale and distribution in Canada, as well as for export purposes to Great Britain, Switzerland, Holland, Norway, Sweden, Denmark, Australia and New Zealand.

The Canadian and export business of the Hoover Company has grown very rapidly since the Hoover suction sweeper has been manufactured in Canada, and in order to take care of the increased business it was necessary to add two stories to the factory, which now has a floor area of 52,661 square feet.

The Hoover plant at Hamilton is by far the largest electrical cleaner manufacturing factory in the British Empire, and, excepting the United States, possibly in the world.

There is a large factory organization that takes care of the various classes of work in Hamilton and there is a field organization as well. Each Province has a Hoover district representative and an authorized Hoover service station where all parts are kept to assure the best of service to the user.

First Princess Louise

The first Ss., Princess Louise, for British Columbia coast service, was built at New York in 1869. Her hull was of seasoned white oak, and she was propelled by side wheels, with the beam engine. Her dimensions were: Length, 180 feet 10 inches; beam, 30 feet, depth of hold, 12½ feet. She made her first trip from Olympia to Victoria December 7, 1869. In 1879 the ship was sold to the Hudson's Bay Company and registered at London, England. In 1883 she was transferred to the Canadian Pacific Navigation Company, and in 1901 went into C.P.R. hands.

Readjustment in Handling Market

Sir John Aird, president of the Canadian Bank of Commerce, recently said:

"The present generation of business men has been trained in a seller's market, and it is probable that for some time to come they will have to face a buyer's market, and undoubtedly many are finding it exceedingly difficult to adapt themselves to the change. The financial consequences of the war are by no means over, and the relationship between consuming power and income at the present time is a very delicate one in the case of many. Not only is there a large body of consumers whose incomes have not been adjusted to the present level of prices and are unlikely to become so for some time to come, if ever in their lifetimes, but it is also probable that at no other time in the history of the world have so many nations been forced by circumstances beyond their control to seek the cheapest market in which to buy. To these facts is due the hesitancy of the markets in the years since the war, for it does not take a very large body of mal-adjusted consumers to make business uncertain. The theory of prosperity built up during the seller's market of the past generation is that a rise in prices is necessary to quicken business activity. Undoubtedly this has been true during the years which preceded the advent of the "buyer's strike," but under existing unstable conditions the manufacturer who because of higher costs, or for any other reason, raises the prices of his goods, is apt to find his market dwindle away."

Sight Testing Apparatus Marvel of Precise Design

The latest department to be added to the Hudson's Bay Company's Victoria store is a modern optical department conveniently located on the mezzanine floor adjoining the post office.

Special test rooms have been built and equipped with the very latest sight-testing apparatus. These instruments are marvels of precision and are so arranged that the examination speeds along so smoothly that it is completed before the patient has time to become tired or nervous. The fact of the Hudson's Bay Company adopting the most improved methods enables them to guarantee absolute accuracy and complete satisfaction to their patrons.

This department is under the personal supervision of Mr. Robt. Strain, formerly president of Strains, Limited, opticians, operating stores at Winnipeg, Vancouver and Victoria. Mr. Strain has won distinct recognition in the optical field.

The Craigflower School, built through the instrumentality of Mr. Kenneth McKenzie, when manager of the farms of the Puget Sound Agricultural Society (the land holding company of the Hudson's Bay Company) was opened in March 1855. It is the only remaining one of the first public schools provided by the Colonial Government. The Agricultural Society donated the land on which it stands. It is now among the pioneer relics of settlements on Vancouver Island.

It was not until 123 years after the granting of the Hudson's Bay Company's charter that a white man crossed from the Atlantic to the Pacific. Only five expeditions by men of British stock had reached the Western sea by land in 1811.

A PRODUCT OF B.C.

Caribou Brand

Pants, Overalls, Coveralls Shirts

For Men and Boys

This Label On a Garment Is a Certain Guarantee of Satisfactory Service

"Buy Them and Be Happy"

SOLD AND RECOMMENDED BY

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

NADRUCO

VICTORIA B.C. — NADRUCO EXECUTIVE OFFICES MONTREAL — HALIFAX N.S. — ST. JOHN N.B. — SYDNEY C.B. — MONTREAL QUEBEC — OTTAWA ONT. — TORONTO ONT. — HAMILTON ONT. — LONDON ONT. — WILLIAM ONT. — WINNIPEG MAN. — REGINA SASK. — SASKATOON SASK. — CALGARY ALTA. — EDMONTON ALTA.

NADRUCO

Royal Rose Talcum Powder

Exquisitely perfumed with the true French rose. An unexcelled antiseptic toilet powder for infants and adults.

At Drug Department - - - 25¢

SOLD AND RECOMMENDED BY

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

The Cultured Taste *of* Canadian Women

WALK down Douglas Street and you will see a lot of smart costumes being worn by smart women. Slim figures, trim figures, tall figures, short figures, young figures, mature figures—they are all there. What is the secret that enables them to look younger, feel younger? The answer is —they select the right foundation garments.

As in London, Paris and New York, so in Canada. The cultured taste of Canadian women has made the Gossard Line of Beauty Garments the leaders for women who value a good figure.

Gossard Garments fit perfectly. They are made in Canada. They do more than keep ahead of the fashion—they create it. Whatever figure aid you need —and every woman needs some foundation garment if she would keep her figure lines youthful—the House of Gossard makes it. In all types and sizes, for all ages, at a wide range in price.

This store couldn't be closer to Fifth Avenue if it were actually situated on that famous thoroughfare. Walk down its aisles and note how we keep up with New York.

The Gossard Line of Beauty

Elastic Belvedieres Girdles

The Complete Step-Ins Combinations

Reducing Garments Brassieres

Gossard Front-Lacing Corsets

Dancelette

Gossard CORSETS They Lace In Front

MADE IN CANADA

The Only Rolled Oats Made in B.C.
The Only Rolled Oats Made From B.C. Oats

The Brackman-Ker Milling Co., Ltd.

SOLD AND RECOMMENDED BY

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Oldest B.C. Industry Is Still an Important Producer

The Last Word in Purity

Bottled Sodas

All Flavors

Made From Finest Ingredients Obtainable

We Manufacture Exclusively:

Premier and Regal Dry Ginger Ale
Howdy (an orange flavored drink).
Lemonella
Chocolate Soldier
Blue Bird (grape flavor)
The Last Two Are New on the Market This Year.

ALSO
Old English Brewed Ginger Beer
Syphon Soda Water
Apple Cider—In Gallon Jars

Phone Your Order for a Trial Case of 24 Bottles of These Famous Drinks

FAIRALL'S LIMITED
420 William Street Phone 212

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

CANADA'S *most famous tobaccos.*

H.B.C. CUT PLUG
Sweet and mild, yet full-flavored.
1/2 lb. tin $1.25
1/4 lb. tin ..... .65
1/11 lb. pack* ... .25
*Sealed foil package.

IMPERIAL MIXTURE
Rich and mellow, a mixture of medium strength
1 lb. tin $2.75
1/2 lb. tin 1.40
1/5 lb. tin ..... .60
1/12 lb tin ..... .25
1/12 lb. pack* .. .25
*Sealed foil package.

Obtainable wherever Tobacco is sold

ANIMALS DESTROYED IN FOREST FIRES

Manager Says Fur Industry Is Worth Nearly Four Million Dollars a Year to B.C.

MR. C. H. FRENCH

Waste of valuable timber is stressed by those who at present are urging greater precautions against forest fires, but fur dealers and trappers draw attention to the great loss that the Province sustains through the destruction of fur-bearing animals when a large area of forest is destroyed.

Mr. C. H. French, manager of the Hudson's Bay fur department, stated recently in Vancouver that there is sold through Vancouver approximately $300,000 worth of fur every month. That, he said, represented about 90 per cent of the furs secured in the Province. When a fire spread over an area particularly favored by fur-bearing animals, there was not only the season's loss in furs, but the destruction of all of the animals. Even when the animals were not burned outright, their sources of food were destroyed in many instances. Very often, however, the animals were burned up, some of them taking to the trees and perishing when the trees caught the flames, while others were overtaken by the flames and were soon reduced to cinders. Both from an economic and humanitarian viewpoint the existence of valuable wild animals should be considered in the plea for fire prevention, he added.

Decline in January Production of Coal

Canada's coal output for January was considerably lower than the total recorded for the previous month. The January output was 1,223,648 tons, a decrease of 22 per cent from the production of 1,560,975 tons in December. The loss in tonnage was general throughout the coal-producing provinces and was due principally to lack of orders.

Anthracite imports into Canada during January consisted of 65,848 tons from Great Britain and 9,582 from the United States. Bituminous coal to a total of 893,045 tons was brought into Canada during the month. Of this quantity 891,934 tons came from the United States and 1,111 tons from Great Britain. During the month of December receipts of bituminous coal were: From the United States, 1,289,918 tons, and from Great Britain 2,908 tons.

During January the quantity of coal made available for consumption in Canada (computed from figures on output, imports and exports) was 2,127,076 tons, or 26 per cent lower than the December total of 2,791,614 tons. In relation to the five-year average (1921 to 1925) for January, the tonnage made available during the month under review decreased 21 per cent.

Coinciding with the decline in the output of coal in Canada there was a falling-off in the number of men employed; the total for the month was 28,682, consisting of 22,075 underground and 6,607 surface employees. In the previous month employment was furnished 29,732 men, of whom 22,944 worked underground and 6,788 on surface.

TALE OF A HUDSON'S BAY POINT BLANKET

Addressed to Hudson's Bay Company, Victoria, B.C.

Dear Sirs,—
I'm sure you'd like to hear
A tale I have to tell;
'Cause it's about a pioneer
I knew—oh! very well.

Such heaps o' things that I could say
If there were only time!
Perchance, sufficient though today
To introduce my rhyme.

'Twas in the "rush" of '62,
That from the "Hudson's Bay,"
My father, blankets bought from you:
Methinks they'll last for aye.

These fine old blankets—brown they were—
Are jogging, right along.
Believe me, it's surprising sir,
Still comfy, warm and strong.

Though blankets come and blankets go,
More worthy none, of praise—
Just tell the world "I told you so!"
Than those old "Hudson's Bay's."

—Jeanne Valdez.

Victoria, B.C., April 29, 1926.

BLUE RIBBON TEA GENERAL FAVORITE

Manufacturers Have Grown Up With West, and Now Have Two Factories

The many users of the favorite Blue Ribbon tea will be interested to know that G. F. & J. Galt, Limited, the manufacturers, have been in business for nearly half a century. The firm started business in Western Canada in 1882, at which time they commenced importing tea from the countries of growth and packing it in Winnipeg, under the Blue Ribbon label.

Some thirty years ago it was found necessary to erect a factory in Vancouver, from which the distribution for British Columbia and Alberta could be more satisfactorily handled. This plant, like that at Winnipeg, was soon working to capacity and it was necessary to rebuild and enlarge until now it is one of the largest factories of any kind in Vancouver.

It is a progressive firm, which has grown up with this Western country and is strictly Canadian in every sense of the word. They now control the largest tea business throughout Western Canada, due entirely to their many years of experience in catering to the tastes of the people of this country and being in a position to take the entire crop of those tea gardens in the Orient which grow the finest grades of tea and which are most suitable and best adapted for Western Canadian trade.

In addition to these two big factories at Vancouver and Winnipeg, the firm has distributing warehouses at Calgary, Edmonton, Saskatoon, Toronto and Montreal.

This big organization keeps a large number of people in employment in Canada and growing as it has with the country, it has become to be known as a national institution.

IS NOW OLDEST FIRM OF ITS KIND

Clothing Manufacturers Have Record of Half Century Connection With Trade in Canada

Messrs. Walter Blue & Company, Limited, clothing manufacturers at Sherbrooke, Quebec, owning and operating the Coaticook Woollen Mills at Coaticook, Quebec, are one of the old established firms in Canada, their connection with the trade dating back to 1875. It is believed they are the oldest wholesale clothing concern in Canada at the present time.

The company is the only concern in the Dominion operating its own woollen mills in Quebec Province. All the leading firms handle their clothes, and everything of the latest design and style is correctly modelled at the company's plant.

Opening of Local Store

An incident of especial interest was the first purchase of goods in the new store here on September 19, 1921, made by Mrs. S. T. Hastings, wife of "Oregon" Hastings, who, it developed, had been one of the first customers at the Company's Wharf Street store, Victoria, when it was opened in 1859, sixty-two years ago. The coincidence was entirely unknown to Hudson's Bay Company officials until, after having made the first purchase in the new store, Mrs. Hastings came to see Mr. James Thomson, whom she had known during his fifteen years as chief officer of the Company in British Columbia.

The Hudson's Bay Company was reconstructed in 1863 after some lengthy negotiation. The original capital was £10,500; this was trebled in 1690, and again trebled in 1720, when it stood at £94,500. After the union with the Northwest Company the stock amounted to £400,000, to which a further £100,000 was added in 1853. At a general court held on July 2, 1863, it was resolved that the capital stock be increased from £500,000 to £2,000,000.—Sir William Schooling.

The Birth of Imperial Mixture

In 1892 a group of Hudson's Bay officers in the then small city of Winnipeg, not long emerged from the chrysalis condition of a fur trade post which bore the historic name of Fort Garry, was consulted on what at the time was looked upon as a matter of mere personal interest, but what with the passing years has become nation-wide in its importance and popularity.

They were asked to try many samples, mixtures and compounds from which it was hoped to discover what would prove a tobacco that would soothe, comfort and satisfy men who like a good smoke. While on their long journeys by dog teams and snow-shoes over snow-covered wastes and widernesses, during long arduous trips on the great waterways to the North, over rapids and across dreary portages, they had no doubt on many occasions found tobacco a friend indeed in the long, silent nights by camp fire or in log cabin. Knowing this, E. B. Nixon, of the Hudson's Bay Company's store at Winnipeg, turned to them for help.

What Mr. Nixon desired was a tobacco that would take the place and prove in every way the equal of the splendid tobaccos which could at times be obtained from England and Scotland, but which they had so often to do without, owing to the uncertainty of freight and the long intervals between arrivals at the lonely outposts of the North.

Many samples of varying blends and mixtures were tried and finally one was chosen by those seasoned smokers as being in every way equal to, if not the superior of, the best imported varieties.

Those Hudson's Bay officers included such pioneers as Chief Factor James McDougall, Chief Factor Wm. Clark and Factor W. H. Adams, all men of vast experience of life in all its phases—wilderness, country and city—and qualified, if ever any men were, to sit in judgment and to make a sure choice of a perfect tobacco best suited to meet men's needs as well as desires. The late Commissioner C. C. Chipman also took a great interest in this matter.

Being officers of a British company which operated over tremendous areas of Canadian territory, and all of them empire builders in the best sense, they adopted the word "Imperial" for their discovery, and "Imperial Mixture" is the name by which this tobacco became known and is now famous.

"Imperial Mixture" has stood the test of stress and time, and has grown in demand entirely on its sterling merits, until its popularity now extends wherever it is known throughout the entire English-speaking world. It is the same "Imperial Mixture"—the choice of real men who knew a real smoke when they tried it—that is today offered in the familiar tins and packages of scarlet and gold.—Robert Watson.

In 1668 Radisson in the Eaglet and Groselilleurs in the Nonsuch set out to reach Hudson Bay by sea. The Nonsuch alone reached its destination, anchoring in James Bay on September, 29.

Between Friends

—at the bridge party, or other social gathering, your tea must be good to ensure success.

Insist on

NABOB TEA
"TEA AS IT SHOULD BE"

Sold and Recommended by the
Hudson's Bay Company.

CONGOLEUM GOLD SEAL ART-RUGS
Made in Canada

Beautiful—Low Priced

The beauty of Congoleum Art-Rugs is no more remarkable than their durability. And both are amazing when you consider the exceedingly low price of these popular, easy-to-clean rugs.

For the rich, fadeless colors in which Congoleum patterns are executed are as permanent as the sturdy, waterproof base beneath.

All *you* need do to secure these exceptional qualities is: look for the Gold Seal when you buy.

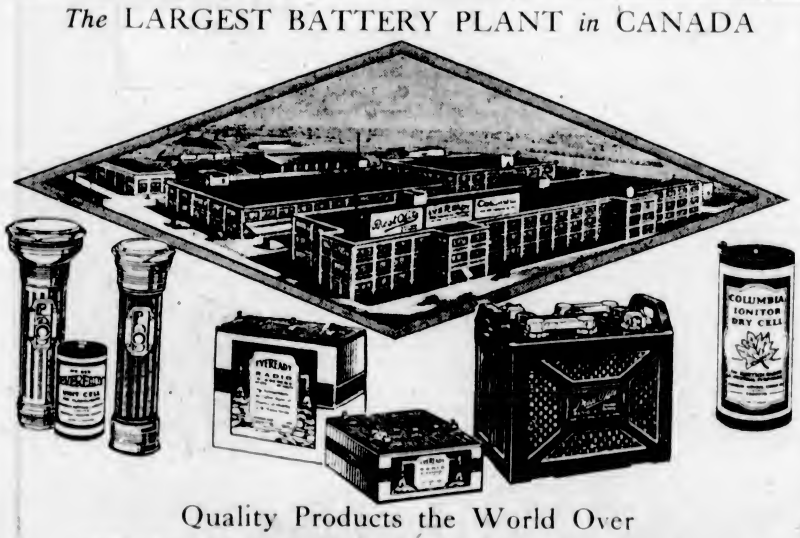
Your Dealer Sells Congoleum Rugs

CONGOLEUM GOLD SEAL GUARANTEE
SATISFACTION GUARANTEED OR YOUR MONEY BACK

CONGOLEUM CANADA LIMITED
Montreal, Quebec

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

The LARGEST BATTERY PLANT *in* CANADA



Quality Products the World Over

Go where you will, Eveready Flashlights and Batteries, Eveready Radio Batteries, Eveready-Columbia Dry Cells, are accepted as the highest standard of quality in their particular field.

This quality undoubtedly has contributed in very large measure to the upbuilding of this huge modern plant, located in Toronto and bearing the proud distinction of being the largest battery plant in Canada.

Eveready products are made by Canadian workmen. The greater part of the raw materials used in the manufacture of Eveready products is procured from Canadian mines and forests. Only materials which are not produced in this country are imported, and these are mainly products of countries within the Empire.

You can buy Eveready products with every assurance of satisfactory service. Go to your nearest hardware, electrical, drug, sporting goods or general store or garage and ask for the product you desire by the name Eveready.

EVEREADY FLASHLIGHTS & BATTERIES —they last longer
EVEREADY Radio Batteries —they last longer
EVEREADY COLUMBIA Dry Batteries —they last longer

CANADIAN NATIONAL CARBON CO., *Limited*
MONTREAL TORONTO WINNIPEG
WAREHOUSES: TORONTO MONTREAL ST. BONIFACE, MANITOBA

EVEREADY EVEREADY EVEREADY EVEREADY EVEREADY EVEREADY EVEREADY

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Invest in Rest

Victory Mattresses

MADE IN VICTORIA

Better value, dollar for dollar, than any other Mattress made.

Keep your money in Victoria by insisting that your next Mattress be a Victory Brand.

Every Victory Mattress is made of layers of felt, and guaranteed not to lump.

Stocked by All Local Furniture Dealers

Victoria Bed & Mattress Company, Ltd.
776 Topaz Avenue

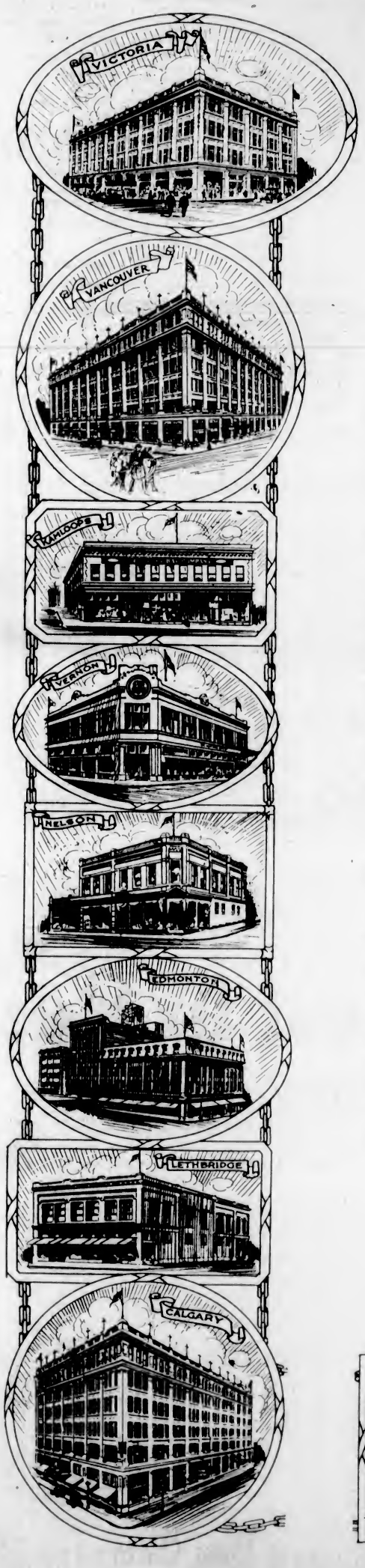
Our Getmorest Mattress Is the Finest Cotton Mattress Made

SOLD AND RECOMMENDED BY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

A Chain of Modern Department Stores



Stretching From Victoria to Winnipeg

Now Celebrating the 256th Anniversary of the Oldest Commercial Organization in the World Today

IT is in celebration of our 256th birthday that this Special Made-in-Canada Edition is published. At the same time we are holding, simultaneously with the other ten stores operated by the Company, a great Anniversary Sale, particulars of which will be found on Pages Eleven and Twelve. A very large proportion of the merchandise described there, is of Canadian manufacture, bought direct from the most reputable manufacturers, many of whom have helped materially to make possible this Made-in-Canada Edition. The various suppliers to whom we are indebted for this co-operation are as follows:

Pratt & Lambert, Inc., Bridgeburg, Ontario.
Northwest Biscuit Co., Ltd., Edmonton, Alberta.
Restmore Manufacturing Co., Ltd., Vancouver, B.C.
Canadian H. W. Gossard Co., Ltd., Toronto, Ont.
S. C. Johnson & Son, Ltd., Brantford, Ontario.
Dominion Corset Co., Quebec, P.Q.
Monarch Knitting Co., Limited, Dunnville, Ont.
Wabasso Cotton Co., Ltd., Three Rivers, P.Q.
Canada Nut Co., Limited, Vancouver, B.C.
Universal Knitting Co., Limited, Vancouver, B.C.
Hoover Co., Limited, Hamilton, Ontario.
Hurlbut Co., Limited, Preston, Ontario.
P. Burns & Co., Limited, Calgary, Alberta.
Wolthausen Hat Corporation Ltd., Brockville, Ont.
Cornwall Pants Manufacturing Co., Cornwall, Ont.
Beach Foundry Limited, Ottawa, Ontario.
Columbia Paper Co., Limited, Vancouver, B.C.
Stanfield's Limited, Truro, N.S.
Gault Brothers, Limited, Vancouver, B.C.
W. H. Malkin Co., Limited, Vancouver, B.C.
Dominion Oilcloth & Linoleum Co., Ltd., Montreal, P.Q.
Congoleum Canada Limited, Montreal, P.Q.
Moirs Limited, Halifax, N.S.
Harvey Knitting Co., Limited, Woodstock, Ontario.
Canada Cycle & Motor Co., Limited, Weston, Ont.
McClary Manufacturing Co., London, Ontario.
Pacific Waxed Paper Co., Vancouver, B.C.
Simmons, Limited, Montreal, P.Q.
Cellucotton Products Co., Toronto, Ontario.
Billie Burke Dress Co., Limited, Toronto, Ontario.
Tooke Brothers, Limited, Montreal, P.Q.
Kops Brothers, Limited, Toronto, Ontario.
William H. Leisliman & Co., Limited, Toronto, Ont.
Gutta Percha & Rubber, Limited, Toronto, Ontario.
Broder Canning Co., Limited, New Westminster, B.C.
Ruddy Manufacturing Co., Limited, Brantford, Ont.
Walter Blue & Co., Limited, Sherbrooke, P.Q.
W. J. Pendray & Sons, Limited, Victoria, B.C.
Turner, Beeton & Co., Limited, Victoria, B.C.
Brackman-Ker Milling Co., Limited, Victoria, B.C.
Canadian Leather Products, Limited, Toronto, Ont.
Onward Manufacturing Co., Limited, Kitchener, Ont.
A. & T. Hall, Limited, Toronto, Ont.
Empress Manufacturing Co., Ltd., Vancouver, B.C.
Canadian Laco Lamps, Limited, Montreal, P.Q.
Gendron Manufacturing Co., Limited, Toronto, Ont.
Slazengers (Canada) Limited, Toronto, Ontario.
Allen Bros., Co., Limited, Toronto, Ontario.
Imperial Tobacco Company of Canada, Limited, Montreal, P.Q.
Vancouver Trunk & Bag, Limited, Vancouver, B.C.
Swift Canadian Co., Limited, Victoria, B.C.
Smith, Davidson & Wright, Ltd., Vancouver, B.C.
J. A. Tepoorten, Limited, Vancouver, B.C.
Oneida Community Studios, Niagara Falls, Ontario.
Smardon Shoe Co., Limited, Montreal, P.Q.
Barber-Ellis, Limited, Vancouver, B.C.
Perrin Glove Co. (Canada), Limited, Montreal, P.Q.
Victoria Bed & Mattress Co., Limited, Victoria, B.C.
Ormonds, Limited, Victoria, B.C.
Holsum Products, Limited, Victoria, B.C.
Western Packing Corporation, Ltd., Vancouver, B.C.
National Drug & Chemical Co., Ltd., Victoria, B.C.
Fairalls, Limited, Victoria, B.C.
W. A. Jameson Coffee Co., Victoria, B.C.
G. F. & J. Galt, Vancouver, B.C.
Hiker Manufacturing Co., Limited, Victoria, B.C.
King Suspender & Neckwear Co., Toronto, Ont.
Canadian National Institute for the Blind, Vancouver, B.C.
E. Rochon, Saanichton, B.C.
Sheet Metal Products Co., of Canada, Limited, Montreal, P.Q.
King Quality Products Limited, Bridgeburg, Ontario.
Kelly Douglas & Co., Ltd., Vancouver, B.C.
Canadian National Carbon Co., Ltd., Toronto, Ont.

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